Parts for the Seca Scales
Cuss add.

The Coin Machine Review

MARCH 1942

"YOU BET WURLITZER IS WORKING ON WAR PRODUCTION FOR ME"

● Wurlitzer's great plant is busily working for Uncle Sam. While this limits our production of Wurlitzer Phonographs and related equipment, it enables us to help produce something else—"music" that won't be pleasant to enemy ears nor to their aspirations of destroying our American way of life.

The Rudolph Wurlitzer Company, North Tonawanda, New York. Canadian Factory: RCA Victor Company, Limited, Montreal, Quebec, Canada

A NAME FAMOUS IN MUSIC FOR OVER TWO HUNDRED YEARS

★ ★ ★ ★ ★ ★ ★ ★ ★

THE

Coin Machine Review

MARCH, 1942

The COIN MACHINE REVIEW for March, 1942, Vol. 9, No. 9. Published monthly at 1115 Venice Blvd., Los Angeles, Calif. Fltzroy 8269. Paul W. Blackford, editor and publisher. NEW YORK OFFICE, Ralph P. Mulligan, 441 Lexington Ave., Murray Hill 2-5589. CHICAGO OFFICE: C. J. Anderson, 35 East Wacker Drive, CENtral 1112. PORTLAND, Ore. OFFICE: J. A. Converse, 1007 Terminal Sales Bldg., ATwater 2111. Entered as Second Class Matter July 23, 1936, at the Post Office at Los Angeles, Calif., under the Act of March 3, 1879. SUBSCRIPTION RATES: $1.00 per year or $2.00 for 3 years. 25c per copy.

APRIL TAX CALENDAR

April 20

FEDERAL INCOME TAX. Withholding Agents. Monthly return of tax withheld on bond interest for the preceding month to be filed with the Collector of Internal Revenue.

April 12

FEDERAL OLD AGE BENEFITS PAY ROLL TAX. Employers. Tax return and wage report for first quarter 1942 on Form SS-1a should be filed with Collector of Internal Revenue together with tax payment. (Mimeographed notice from Collector's office.)

April 30

FEDERAL TAXES ON ADMISSIONS AND DUES, FACILITIES, OIL PROCESSING, SAFE DEPOSIT LEASES, ELECTRICAL ENERGY, TRANSPORTATION, SALES (INCLUDING RETAILERS' AND MANUFACTURERS' EXCISE TAXES. Taxpayers. Return and payment of tax for preceding month to the Collector of Internal Revenue.

FEDERAL OLD AGE BENEFIT PAY ROLL TAX. Employers. Last day to file tax return and wage report for first quarter 1942 on Form SS-1a with Collector of Internal Revenue and pay tax thereon.

FEDERAL UNEMPLOYMENT INSURANCE PAY ROLL TAX. Employers of Eight or More. Second installment due for taxpayers electing to pay quarterly.

Court Okehs Free-Plays

LOS ANGELES—In an action in Claim and Delivery filed by I. B. Gayer, marble table operator, against Thomas Whelan, District Attorney of San Diego County for the possession of 14 pin games which were seized by Whelan in Escondido, Superior Court Judge Haines ruled that the operation of free play machines does not violate any of the provisions of the state penal code.

This marks the first such Superior Court decision in California on free play machines and since there are no decisions to the contrary from a higher court, will stand as both pursuasive and binding authority for lower courts to follow.

Decision was handed down on February 5th and Gayer was represented in the action by Arthur Mohr, local attorney.

On the Cover—

With St. Patrick's day coming up, Phil Regan, Irish tenor, and Virginia Dale, blonde comedienne, present a new motif for dude ranch costumes. Idea came up when the pair were working on a Paramount picture and this shot was especially made for the March cover of THE REVIEW.

Operator Tells of Dec. 7th Jap Raid on Pearl Harbor

by J. W. Henderson

(Here is the first word picture from a Coin Machine Operator as to what happened at Pearl Harbor on the morning of December 7th. J. W. Henderson is President and Manager of the 20th Century Co., Ltd. in Honolulu, operators of cigarette and music machines. Prior to establishing his operations on Oahu, Henderson operated phonographs in Los Angeles, Beverly Hills and Hollywood in 1935 and 1936.—Editor.)

It was a rude awakening that I experienced on what should have been a peaceful Sunday morning on December 7th when I was trying to catch up on some much needed sleep. Pre-war Honolulu had been booming, and it had taken the combined efforts of my staff and myself to keep up with daily demands made upon our Rowe cigarette machines from 7:00 in the morning until midnight. Shortly before 8:00 o'clock on the 7th I stirred as I heard gun fire in the distance, but there had been so much firing practice here that I turned my other ear deeper into the pillow. As the firing got louder and louder, and apparently closer and closer, my wife who was up, came in and asked how I could stay in bed with all the racket. I was about to say, "Please go 'way and let me sleep," when two terrifying z-z-z-z-z's came screaming over our house, followed by ear-splitting explosions, and I sprang into action.

A neighbor yelled to us, "We're being attacked by the Japs—Turn on your radio." We did, and over and over came the voice of the announcer, "This is a real attack—Civilians must stay off the streets—do not use the telephone"—followed by orders to the personnel of the many defense organizations, the R.O.T.C., Boy and Girl Scouts, Territorial Guard, Red Cross units, etc. The two bombs which had really aroused me fell within a block of our house, and, we found out later, killed three people.

From our lanai we could see the action over Pearl Harbor about eight miles away—great clouds of smoke pouring up as our guns answered the challenge of the planes with the Rising Sun on their under wings, and huge explosions in the water as they dropped their deadly missiles. As we dashed over to a little re-enforced concrete building on the property where we live (which has since been made into a bomb shelter, complete with air-conditioning, radio, chairs and cots, and even an amateur movie projector), two planes with the "Fried Egg" emblem, as we now call it over here, flew low over us, and in the distance we could distinguish a formation of nine more. Our feelings? Well, perhaps we were too stunned to have any at the time, and everyone in the neighborhood was calm, though a reaction came within the next few days when we realized the full import of what had happened to us.

I called one of my service men and asked him to go to my Company's headquarters to turn off the time clock for the Neon sign, as orders for a blackout that night had come over the radio. That was the last I heard from him for two weeks, as he had gone but a block from his house when he and our truck were commandeered to help bring the wounded from Hickam Field and to do other necessary relief work. Still another service man and truck for days made the rounds of guards and policemen carrying food to them at their stations.

As far as we could tell, the attack lasted until nearly noon, and then I decided to go to the shop to see what had happened to it. It was unharmed, but it was lucky that I had gone, for the time clock was still on. The drive there was a nightmare, as Army trucks, ambulances, motorcycles, fire engines, and other official cars were driving at top speed through the streets on their errands of mercy, with sirens going full blast all afternoon.

There was a lull in firing for several hours, but after night had fallen the guns again boomed, and thousands of tracer bullets from the Pearl Harbor area swept upward through the darkness, brilliantly lighting the sky. Martial law had been declared almost immediately after the attack, and we were asked to keep our radios on for orders that were coming through at short intervals from the military headquarters.

We tuned one set to our regular station, and another to the Police Station, which was valiantly trying to keep up with the many reports (many of them unfounded) which excited people were telephoning in of local enemy activity, and needless to say, there was no sleep for us that night, nor did we take our clothes off. Intermittent firing, both from machine guns and the big

TURN PAGE

Important Notice

For the duration of the War the Los Angeles offices of THE REVIEW will be open from 1 p. m. to 4:30 p. m. only each day. Switchboard service will be from 10 a. m. to 4:30 p. m. and the offices will continue to close all day Saturday.

babies, kept up until late the next morning, when the radio advised everyone to go normally about his business.

"Normal" was perhaps hardly the word, but everyone did report at regular places of employment, while rumors flew back and forth. My stenographer, an island-born Japanese, was pale and shaken, for she had been on her way to church the morning before when a bomb which killed several people dropped on the street not far from her. Taking stock of the situation, I found that one of the first orders issued under martial law was the prohibition of the sale of liquor and the closing of all bars, and that just about temporarily stymied the operation of cigarette machines. Many of them are still in locations which have padlocks on the doors. Several others, especially the Rowe Presidents, which I inspected looked as though machine gun bullets had hit them, but I discovered that the location owners had neglected to disconnect the machines from the electric switches, and the fluorescent lights which gleamed in the blackout had been shot out by guards. One machine, in a location near a military installation that was heavily bombed, has never been found, nor could I find even a nickel in the wreckage.

Gradually a semblance of order came out of the chaos, and in about three weeks I again had about half of our machines in operation, the majority of them in restaurants and places where large numbers of defense workers are stationed, but as all business closes about 4:00 o'clock because of the nightly blackouts, and the fact that no civilians are allowed on the streets between the hours of 6:00 p.m. and 6:00 a.m., sales have naturally fallen off. Service men are handicapped by having always to carry a gas mask slung over one shoulder, and soon trench helmets will be added to standard civilian equipment.

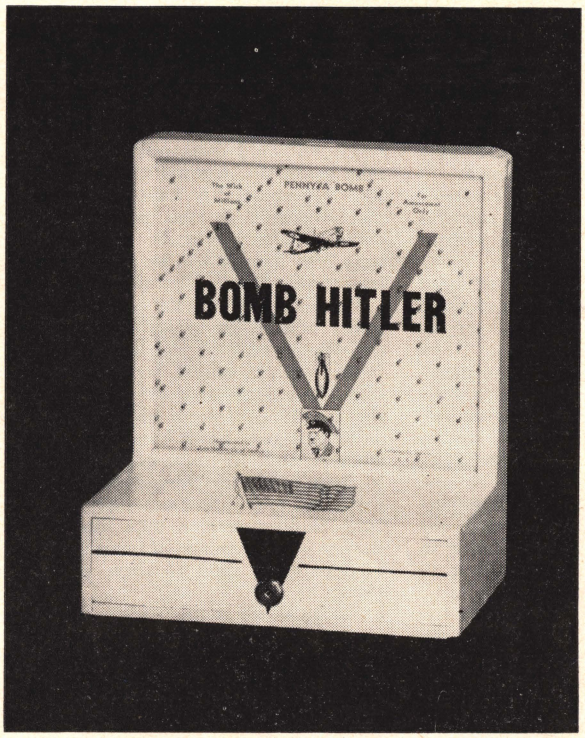
The population, which is about 60% Japanese, has generally been remarkably well behaved. They are telling a story of a sailor who recently came over here on a transport, who was standing at the rail when his ship docked, and as he looked down the pier he saw large numbers of Japanese guards and soldiers on duty. He grabbed his buddy and moaned, "My God —we've gotten here too late!" It probably does seem strange to boys from the mainland to come her to save us from the Japs, and then to find them in the uniform of our country—but such is democracy! And just to show how really goodhearted we are, negotiations are under way to give the Japs half of the Pacific Ocean—the bottom half.

* * *

Cashier: "Sir, I have been here forty years and in all that time I have made only one small mistake."

Boss: "Good. But in the future be more careful."

AMERICA'S MOST PLAYED GAME!



No Service Worries
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LEGAL
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Inexpensive
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Colorful Appeal
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Long Lasting
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TAX FREE
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Size 16x12x8 In.

BUY TODAY
—DON'T DELAY

SAMPLE $12.95 Carton of 3—$34.50

COIN MACHINE CO. of AMERICA

4704 Hillside Ave. Indianapolis, Indiana

BUY AND BOOST U. S. DEFENSE BONDS

SPECIAL FLASH!

Just Off the Production Line — What a Game!

BOMB THE JAP

Sample $14.95 Carton of 4—$49.50

One-half Deposit Certified Check or Money Order

— BOMB THE JAPS BY BUYING U. S. DEFENSE BONDS —

GOOD NEWS FOR OPERATORS

A new discovery! A new product for your vending machines! It's krispy, krunchy, healthy and delicious; test locations prove that it will be a great success; it's a fast seller and very profitable. Write for details!

VICTOR VENDING CORP.

5711 Grand Ave. Chicago, Ill.

CANCER CAN BE CURED!

This is the welcome message your dollar will bring to thousands of cancer sufferers in 1942. Help us carry on the fight.

Enlist in your local field army now.

Buy package labels today.

If you live in the Metropolitan Area, address the New York City Cancer Committee, 130 East 66th Street.

AMERICAN SOCIETY FOR THE CONTROL OF CANCER

New York, New York

"The nation now, as in 1917, *will need the wholesome tonic of recreational travel as one of the greatest maintaining forces of national morale."* — Statement by United States Travel Bureau of the U. S. Department of the Interior.

WE'RE DOING *Our Part...*

HOTELS OF SOUTHERN CALIFORNIA are doing their part in this great national cause by maintaining normal facilities and operations in every department for the use of Americans seeking mental and physical release from strain and fag.

To facilitate the business of Americans, and in the interest of war production, there is augmented service at the great metropolitan hotels of Los Angeles, Hollywood, Long Beach, San Diego and the other large cities of Southern California.

There are no rations of fun at the fine resort hotels located on the desert at Palm Springs; by the sea at Coronado, Carlsbad, Laguna, La Jolla, Santa Catalina, Santa Monica and Santa Barbara; and amid the beauties of Pasadena, Beverly Hills and Riverside. Health and energy still bubble from the earth at the famous mineral springs resorts.

Golf, tennis, riding, swimming, cycling, badminton and a multitude of other sports and recreations are still to be enjoyed every day of the year by the visitor to this sun-blessed land.

Hotel rates in Southern California will continue at pre-war levels. Nowhere is there a greater variety of hotel accommodations to suit every budget and every taste.

In spite of rumors, travel is *normal in Southern California. Transportation to and throughout the state* is *normal, and hotel and resort life* is *normal.*

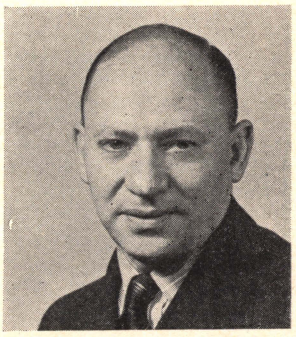
For further particulars, consult the nearest travel or transportation agent or your automobile club.

HOTELS
OF SOUTHERN CALIFORNIA

Room 701, 629 South Hill Street, Los Angeles, California

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

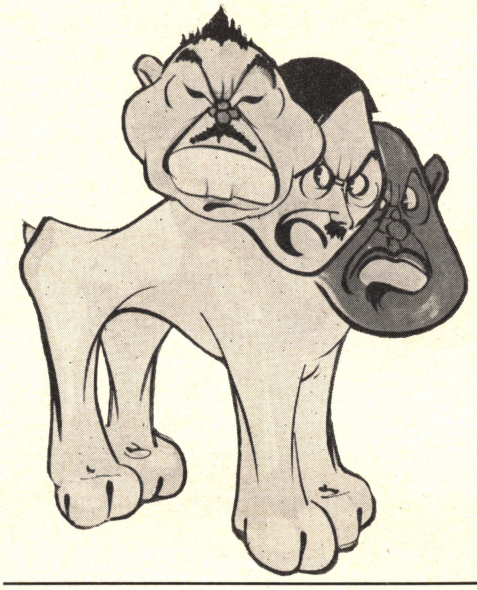
To My Operator Friends On the West Coast



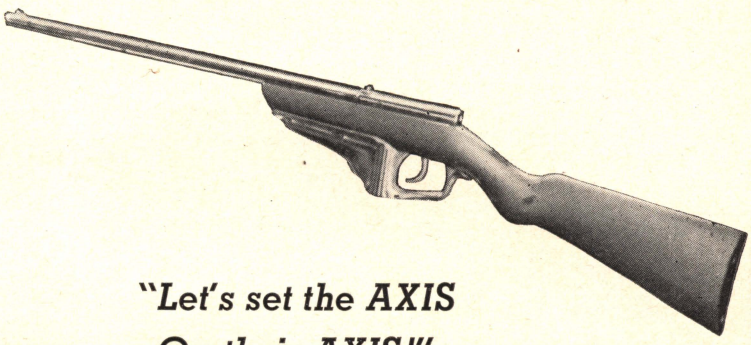
I will soon announce the opening of my new headquarters in Los Angeles, completely equipped to accommodate phonograph and novelty game operators.

If you will assist me in compiling a mailing list of operators on the West Coast, I will tell you how to acquire FREE one of the best moneymakers . . . a machine that sells for $149.

Please fill in the questionnaire below and mail to me today!



On receipt of the questionnaire below, I will mail you a circular on a sensational new machine, and advance valuable information regarding this new and timely moneymaker!



"Let's set the AXIS
On their AXIS!"

OUR ARMCHAIR ADMIRALS WILL LIKE THIS ONE!

QUESTIONNAIRE

DO YOU OPERATE: Phonographs ☐ Novelty Games ☐ Novelty Guns ☐

Fill in names and addresses of four Operators in your locality:

1.....

2.....

3.....

4.....

Which one of the Phonograph Needles listed below do you use?:

Permo Point ☐ Pfanstiehl ☐ Miracle Point ☐ The Bennett Needle ☐

Your Name..... Street.....

City..... State..... Telephone.....

WILLIAM NATHANSON

Temporary Address: 2738 CINCINNATI STREET LOS ANGELES, CALIFORNIA

ANgelus 24871

As Man to Man—

ARCADES GET THE COIN!

Make a thorough investigation of the great profit possibilities in operating Arcades and you'll join the hundreds of smart operators who are now reaping handsome profits from Arcade operations. Thousands of spots the country over are open and waiting for Arcades . . . a ready-made patronage of millions of people ready to come in and make your Arcade the most profitable enterprise you've ever engaged in.

We are ARCADE HEADQUARTERS in the West. We can supply you with anything in the Arcade line from one new fill-in machine, to a complete well-planned Arcade. Come in and learn the whole story and see the type of equipment we are ready to offer you.

Come In Today!

MAC SANDERS

2837 West Pico Blvd.
LOS ANGELES, CALIF.
— REpublic 5161 —

SEATTLE

SEATTLE—If his present office occupies an area 30x30 feet, and if the lot on which this office reposes is 50x100 feet, how many feet of increased office area will result when a new structure, encompassing the entire 50x100 feet, is completed? If you're not a mathematician and these kind of problems give you kinks in the cranium, then just ask Phone Operator Frank Countner point-blank instead of trying to figure it out.

Could she have a week's vacation? Gertrude Anderson wanted to know. She sure could, Boss Clyde Newton responded. Gertrude returned with a starry light in her eyes, a sparkler on third finger, left hand, and a new surname. The details? Gertrude is guarding them like a vital defense secret.

Morrie Dickinson stands to lose ten dollars this summer, but in so doing he is saving about $190 in hospital expenses. When Morrie and Vic Abdo took their nuptial vows, they made a little wager, calling for the payment of a Hamilton to the one who was blessed with a blessed event first. Vic is due—or rather his wife is—around July.

What started out as a photo finish race between the Navy air force and the Army for the services of Dick Fields ended up in a triumph for the Coast Guard. The facilities of the Navy air training centers were taxed to capacity, so Dick was told to wait until the temporary congestion subsided. Meanwhile, his draft number was coming up faster than Seabiscuit in the home stretch. It happened that Fred Fields owned a zippy 32-foot cruiser that was just what the Coast Guard required for patrol duties in Puget Sound. Fred contributed the boat for the duration, and when Uncle Sam's skippers looked around for some capable fellow to operate the vessel, they decided on son Dick. Dick is not only doing a man-sized job for the country's war effort, but protecting a family investment as well.

Once a salesman, always a salesman. Solly Solomon departed for a quiet two-week's vacation, with business the farthest thing from his mind. But in San Diego, Solly chanced upon an operator who needed a certain type of gun game, and in less time than it takes a bomber to unload its deadly missiles, Solly had closed the sale.

Perhaps Roger Griswold does not realize it, but he may have invited war on two fronts last month. Roger joined the Shore Patrol of the Naval Reserve and married Thelma Oliver on February 28. Suspending the frivolities, Coin Row extends best wishes for a lifetime of marital bliss.

So you don't think women are fickle, eh? Well, listen: More than a year ago Donna Krause (now Wilcox) resigned at Frank Countner's to marry and keep the hearth fires burning. When household duties lost their appeal a few months ago she returned to work. Now she has resigned again to take up the frying pan and skillet.

Thirty days without a personnel change—the monotony was wearing on the nerves; the firm was falling into a rut. So once again the hired hands of Decca's small army went on the march. Joy Davis moved in when Frankie Brown moved out; Mrs. Leola Whisennane replaced Mrs. Louise Anderson; and Ralph McCullough was added to the force. While all these changes were being made, the Virginia Mattern Cough and Sneeze Campaign returned for another engagement.

Struck amidship by a gent who failed to heed an arterial, Joe Bish was incapacitated for a month and his 1942 Buick damaged to the tune of $350. That placed a heavy operating and service load on his right hand man, Sammy Sadis, but Sammy was more than equal to the test. He became Joe's left hand man, in addition to his right.

Louis Karnofsky

Compensation Rates Down

LOS ANGELES—The Workmen's Compensation Insurance Rating Bureau has finally recognized the size of the Coin Machine Industry and established a special rate and classification for operators, according to an announcement by L. A. Zeigler, of the Zeigler Insurance Agency.

"New rate is $1.02 per hundred dollars of payroll instead of $1.31 as heretofore," said Zeigler. "The classification covers 'vending or coin-operated machines, installation, service or repair-including storage; shop and outside operations; salesmen, drivers, chauffeurs and their helpers' ".

Zeigler has developed a special low minimum and deposit of $25 for operators and has a special arrangement with the So. Calif. Tavern Ass'n., whereby operators also can participate in further possible savings in the Workmen's Compensation cost. Under existing law operators employing one or more must carry Compensation insurance or otherwise become guilty of a misdemeanor.

YOUR PRINTING IS YOUR SILENT BUTLER

See that when it opens a door for you, it makes the right impression. The Coin Machine Industry demands "Individuality," "Economy," "Speed." You get these plus lowest Western quotations from

HOLDSWORTH PRINT SHOP
128 South Alma St., Los Angeles AN 16077

TIMING DEVICES

Electrical or Mechanical
For every coin machine need
We supply leading manufacturers

ELLMAN & ZUCKERMAN
119 S. Jefferson St. Chicago, Ill.

REMEMBER PEARL HARBOR — SEE IT THRU IN '42

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

JOBBERS LOOK!

Pin Ball Free Games—Forced to Sacrifice.

PRICE $75.00
Five & Ten

PRICE $50.00
South Paw
Gottlieb's A.B.C. Bowler
Zig Zag
Captain Kidd

PRICE $35.00
Double Play
Sky Blazer

PRICE $20.00
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Zombie
Bally Play Ball
Eureka
Long Champ
Big Chief
Repeater
School Days
Stars

PRICE $65.00
Knockout
Jungle
Venus

PRICE $45.00
Chubbie

PRICE $30.00
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Wild Fire
Bally Flicker
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Hi Hat
Sun Beam

PRICE $15.00
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All American
Home Run
Dixie
Dude Ranch
Leader
On Deck
Play Mate
Strat-O-Liner

PRICE $60.00
Victory
Genco's Bosco
Spot Pool

PRICE $40.00
Show Boat

PRICE $25.00
Four Roses
Big Time
Velvet
Slugger
Gold Cup

PRICE $10.00
4 Turf Champs $10.00 each

Also a lot of novelty games.

Write for list, or any game you want that is not mentioned, we have it, priced lower than elsewhere.

TERMS: One-third deposit, balance C.O.D. Give second or third choice. Orders for less than $20.00, cash with order.

OPERATORS

Close Out on Cigarette Machines—Sacrifice! Repainted and Factory Re-conditioned —All Perfect—like new.

NATIONALS	Each
5 930 9 col.	$60.00
9 630 6 col.	30.00
4 626 6 col.	20.00

UNEEDA PAKS—Model E	Each
3 9 col.	$45.00
20 8 col.	42.50
6 6 col.	30.00
2 4 col.	20.00

MILLS	Each
2 6 col. Mills	$20.00

ODD LOT—Ten machines, Stewart McGuires, Masters, Rowes $10.00 each.

ROWES	Each
9 col. Aristocrat	$55.00
6 col. Aristocrat	45.00

DUGRENIER - STEWART McGUIRE	Each
4 9 col. Model H	$65.00
5 7 col. Model W	65.00
10 7 col. Model S	25.00

PHONOGRAPHS
2 Wurlitzers—Model 616 ..... $50.00 each

TERMS: One-third deposit, balance C.O.D. Give second or third choice. Orders for less than $20.00, cash with order.

JERSEY SPECIALTY COMPANY

ROUTE 23, NEWARK-POMPTON TURNPIKE
(NEXT TO PASSAIC RIVER BRIDGE)

SINGAC — NEW JERSEY

NEW YORK

NEW YORK (RC)—Pinball adherents took it on the chin again in this territory as a Court decision went against the machines. What's the lowdown on the campaign launched by City Fathers, ask the boys. The answer seems to lie in the emergency situation created by the war. But that the picture is not all black may be gathered from the arcades still thriving and the locations that are holding their own in merchandisers and phonographs. Urge the informed: "Don't push the pinball issue. Wait until the world situation gets a little easier on the Allies. We'll be in there pitching again."

Abe Harrison of New Rochelle and Westchester operation has been handed a lieutenant's commission in the army. Abe has disposed of his route and expects to limit his collecting hereafter to Japs. An interesting sidelight on Harrison is that he is one of the quietest operators in the business and few of his associates even dreamed he had military ambitions.

It's about time some one spoke up for the girls who are doing their bit. The Red Cross numbers, among its volunteers, such eyefuls as Betty Marks, Ruth Henning, Joyce Rollman, Beatrice Fox and Alice Fienberg, all well known to operators. Of the aggregate, Miss Fienberg does air warden duty in addition to her Red Cross work, and we understand that both Misses Henning and Marks are trying to get into the ambulance corps division with possibilities of service abroad, on the actual front.

In connection with the third draft and its possible effect on the older operators and distributors, your reporter has ascertained that most of the people concerned are not only married but nearly all have dependents. Many would only be too glad, in fact they would be flattered if Uncle Sam gave them the nod; but as against the 75% chances of the younger men being called, draft officials estimate that there is only a 5% chance that men from 40-45 will be in the army within five years.

Don't think it's all gloom and no business in the old town. In fact, more new arcades have been opened. A real showplace is the arcade on Broadway and 52nd Street, spacious, well-designed and with an effective and intelligent come-on. About the best bets on the location are the rifle games and movies. Also good are Photomaton, Recordak, name-cutting machines, and the old standby, fortune-telling devices.

The suggestion has been made that all coin machine operators pool their resources and appeal to the public for play in newspaper ads. It is understood that several important leaders in the Eastern market have the matter under consideration. Should the idea be adopted all operators, distributors and manufacturers would be approached and asked to contribute a proportionate share for the campaign.

"Chin-up" week is to be inaugurated by the Greater Amalgamated of Brooklyn. According to its sponsors, other associations in the industry are being enlisted also. Coming from coin machine people, it is held the slogan will be that much more compelling. It is especially urged that the pinball trade take a leading part in the work and thus show the American people that the coin machine operator can not only take it; he can keep his chin up while the whacks keep coming.

Should the coin machine industry entrust its fate to some outstanding figure who will act as the Will Hays of the industry? This man will prevent pitfalls and also help to promote the business. Talk to this effect was gathered among many operators, and your reporter heard distributors also discuss it favorably. If readers have any opinions or suggestions on this score, the COIN MACHINE REVIEW will be glad to learn of them. The man required, it was advanced, should be outstanding; but he should also have a knowledge of the business and command the respect of all its elements.

Irving Sherman

Report Shows Growth

WASHINGTON—The jobbing and distributing of coin-controlled equipment has shown a remarkable growth in the United States as shown by a report of the Department of Commerce based on the 1940 Census of Business.

According to the report there were 1,554 establishments selling and servicing coin-operated equipment with yearly receipts of $30,576,000.00. The small business man has a definite place in the industry as shown by the fact that 1,091 of the 1,554 establishments were those of individual owners.

Employment findings showed that 3,952 were employed full time and an additional 225 men and women were employed on a part-time basis. Total payroll for both full time and part-time employees amounted to $5,852,000.00.

* * *

To keep up-to-date on matters musical read the MUSIC section of THE REVIEW each month. The FIRST department in any industry trade paper devoted to the welfare of music operators. Started in 1935.

OPERATORS! Workmen's Compensation Insurance!

$25.00 DEPOSIT WITH POSSIBILITY DIVIDEND REFUND OF $5.00 to $10.00

Why Pay More? Get Details Now!

Inc. 1929

Zeigler Insurance Agency, Inc.

541 S. Spring St., Michigan 0961 — *Specialists—Coin Machine Industry* — *Los Angeles, Calif.*

ST. LOUIS

ST. LOUIS (RC)—The Associated Phonograph Owners of St. Louis held an open meeting, March 3rd, at the DeSoto Hotel in downtown St. Louis. All phonograph operators in the area were invited to attend this meeting irrespective of membership in the Association. There was a short business meeting after which the boys talked shop with their fellow coinmen. A buffet lunch and refreshments were served and tables provided for those wishing to play cards.

An announcement was made concerning the abolishment of the office of executive manager, a post held by genial Ed Fisher, and the closing of the Association's office at 1536 Market St. This new arrangement is designed to cut overhead expenses to a minimum thereby enabling the group to reduce their label charge to five cents per phonograph, per month. This revenue is estimated to be sufficient to pay the Association's monthly expense. All phonograph operators will be invited to all future meetings irrespective of membership. It was also announced that any delinquent member of the industry will be accepted into the Association by buying March labels.

The general theme of the speakers at the meeting was that in the present national emergency they felt the necessity of close cooperation among coinmen, a close cooperation that all industries are striving for, and that they believe this to be essential for the well being of everyone.

Corresponding secretary Roy Haas expressed satisfaction at the number who turned out for this important event and the cooperative spirit shown.

Carl Trippe, Ideal Novelty Co. head, opened a new Arcade on one of the busiest shopping streets in downtown St. Louis on Saturday, February 28. It is at 811 Washington Ave. and occupies a store that the former occupant spent $40,000 to remodel. It is of modern design, spacious, well lighted and air conditioned. Trippe chose noontime on a Saturday to have the grand opening and was well rewarded by the patronage of the thousands of out-of-town visitors and soldiers on furlough from Fort Leonard Wood and nearby Scott Field. There was a continuous crowd in the establishment from the time of the opening until the early hours of Sunday morning when Carl laughingly said he had to "chase them home".

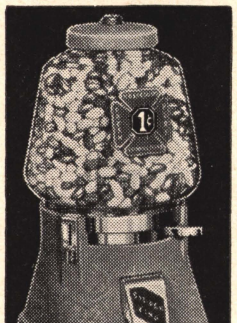
Hubert Burnett, ace serviceman of the McCall Novelty Co. was shaken up when his car ploughed into a snowdrift in February. He is back on the job none the worse for the experience. Dan Baum who until recently spent his full time operating a string of drink vendors has gone to work for the Ideal Roller Rink and Amusement Co. More St. Louis area coinmen to go to the defense of Our Country are: W. J. Hartwig of Ideal, Art Paulle, popular route manager and Jack Rose. Hartwig is in the Army. And Rose and Paulle are in the Navy.

More attention is being paid by operators and distributors alike to the service departments of their business. They have come to feel that this is the wisest and sometimes the only way to have machines in good running order on location. Consequently in contrast to policies of ordering a new one at the drop of the hat they tackled the problem from a new angle when something is in disrepair and turn it over to their enlarged service department.

Robert Latimer

SILVER KING BALL GUM MACHINE

(Over 50,000 Sold)



1 Prize King 1700 Rg. Gum 200WinnerGum

$9.95

Returns in Pennies

$19.00

Pay Location 25%

Your Profit

$14.25

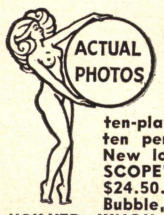
1100 Size ½-inch Ball Gum Vendor, Especially built for prize ball gum operation. Two ball reserve loading. ● No missing. ● Also handles ⅝ inch ball gum.

NEW 10 PLAY "PEEK SHOW"

See "Sally Rand" and Gypsy Rose Lee

For FUN and PROFIT

SPECIAL!



HAND VIEWER and 2 snappy girl films (30 pictures) — $2.00 postpaid. Free details. Make EXTRA CASH! Operate "VIEW-A-SCOPE." Send for circular on latest ten-play "PEEK SHOW" — gets ten pennies from every player. New low price "42" "VIEW-A-SCOPE" or "PEEK SHOW," $24.50. Girl films, Nude Ranch, Bubble, Fan Dance, etc.; also "SILVER KING" vendors, $4.75 up. No selling. Send for interesting literature.

AUTOMATIC

2420 FULLERTON AVE. CHICAGO

Lignum-Vitae News Issued

JERSEY CITY—An informative 4-page folder entitled, "Lignum-Vitae Fact Flashes" is being published by the Lignum-Vitae Products Corp. to better acquaint manufacturers with the wealth of possible uses of their product.

Lignum-Vitae is a self-lubricating, noncontaminating, acid-resisting closely grained hardwood adaptable for many manufacturing uses. Skee Balls as used in Bally, Wurlitzer and Genco products used balls made of Lignum-Vitae.

With a great many manufacturing essentials unobtainable at the present time, manufacturers in the Coin Machine Industry are finding many new uses for the product. THE REVIEW will be glad to forward a copy of the bulletin to interested parties.

MEN IN SERVICE

Keep up with activities in the Coin Machine Industry while you are in the Armed Forces. We will accept subscriptions to THE REVIEW at 50c per year provided the magazine is mailed to a military address. Send subscriptions direct to THE REVIEW, 1115 Venice Blvd., Los Angeles, Cal.

★1942'S★ Most Outstanding SALESBOARD ATTRACTION!

SALESBOARDS ◆ BASEBALL TALLY CARDS ◆ E-Z PICKIN' JAR GAMES ◆ COUPON GAMES

BABE PAUL BUNYAN

First Salesboard with Real Moving Wheels. Super Die-Cut. Double-face. Punch from either side. Slot Symbol Tickets. Most Sensational Board on the Market Today!

Takes in 1200 Holes @ 5c $60.00
Total Payout: $27.82
PROFIT (average) $32.18

ORDER TODAY! Immediate Delivery

FOR SUPER SENSATIONS BUY GAY GAMES CREATIONS!

NOEL'S Gay Games INCORPORATED

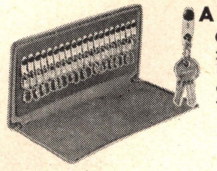
Muncie, Indiana

AOLAC Sponsors Unit

LOS ANGELES—The Associated Operators of Los Angeles County are sponsoring the recreation hall of the California State Guard in Los Angeles and have furnished them with marble games, records, phonograph, magazines and books. More are being delivered to the Hall each week and AOLAC is acting as a clearing house for materials donated.

* * *

Confucious he say, "Buy honorable Defense Bond and put Nip-on-knees." Dig this operators and if you can't afford a bond get a handful of stamps.



A NEW KEY PURSE

Genuine leather-zippered. 50 numbered key tabs. Snap off—snap on. Write for prices.

KELLY-MENNES MFG. CO.
Rockford, Illinois

BUY DEFENSE BONDS — SEE IT THRU IN '42

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

The Badger Sales Company

Announces the Opening of its New Los Angeles Show & Salesrooms at

1612 WEST PICO BOULEVARD

We cordially invite the operators of the West to visit our new Showrooms, examine the new line of Charm Cabinets and Speakers, and reconditioned Phonographs; and get acquainted with a firm that has opened in Los Angeles to bring Western Coinmen a new type of personalized service. You will find our organization complete in every respect.

We will offer to operators a long list of EXCLUSIVE ITEMS designed and manufactured to make your operations more profitable. We will offer first:

The New
Charm Cabinet

Bring your old phonographs up-to-date. Make 1942 models out of them by merely sliding your old mechanism into the new CHARM CABINET. Here is an opportunity to Glamourize Economically and re-establish your old machines as top moneymakers on your routes.

Beautifully designed, exquisitely lighted, and acoustically perfect sound chamber makes the CHARM CABINET today's best investment for the music operator.

See this revolutionary new idea at your Distributors, or Come In and See Us TODAY!

—— SPECIAL BARGAINS ON RECONDITIONED PHONOGRAPHS ——

We are offering this list of Reconditioned Phonographs. Every machine is thoroughly checked by our expert mechanics, guaranteed in perfect working condition, ready to be placed on location.

WRITE US FOR OUR LATEST PRICE QUOTATIONS

3 Seeburg 9800RC	2 Wurlitzer Model 850	3 Rock-Ola Spectravox
2 Seeburg 8800RC	1 Wurlitzer Model 870	2 Rock-Ola Playmasters
1 Seeburg 8800EC	2 Wurlitzer Model 750	1 Rock-Ola Glamour
2 Seeburg Colonel RC	3 Wurlitzer Model 800	3 Rock-Ola Super Rockolite
1 Seeburg Commander EC	5 Wurlitzer Model 500	1 Rock-Ola Super Walnut
3 Seeburg Classics	3 Wurlitzer Model 600	2 Rock-Ola Master Rockolite
3 Seeburg Regals	1 Wurlitzer Model 71	3 Rock-Ola De Luxes
5 Seeburg Gems	8 Wurlitzer Model 616	2 Rock-Ola Standards
1 Seeburg Royal	1 Mills Empress	2 Rock-Ola Monarch
1 Seeburg Rex	4 Mills Throne of Music	5 Rock-Ola Imperial

Due to Market Fluctuations, We Are Not Listing Prices. A Card or Letter Will Immediately Bring Our Latest Lowest Price Quotations!

BADGER SALES COMPANY

1612 West Pico Blvd. **Los Angeles, California**

DRexel 4326

GLAMOURIZE ECONOMICALLY

SHOWMANSHIP SELLS MUSIC

★ GLAMOUROUS DESIGN

Quality in every contour—in every blending color. Brilliantly conceived in the modern trend—ultra chic. Styled in a manner to tempt the purse strings.

★ LUXURIOUS LITE-UP

Look at this Charm cabinet from any angle—its colorful bubble glass and glitter crown beckon the music lover to play. Lights to be installed by the operator can add animation.

★ IMPROVED TONE

There is no finer tone than that made possible by Charm cabinets. Accoustically lined sound chamber produces music such as you won't believe possible from your present speaker.

★ ALL WITH YOUR PRESENT PHONOGRAPH MECHANISM

Changeover is rapid, extremely simple. No special tools required. Equipment doing mediocre business can be jumped into top earning bracket at once; other equipment, off location because of its obviously old appearance, can be changed into new with small investment.

Charm Music

REMEMBER—the cabinet sells the music—your old phonographs become 1942 models when placed in Charm Music Cabinets. To have and to hold the best spots profitably—

Glamourize Economically

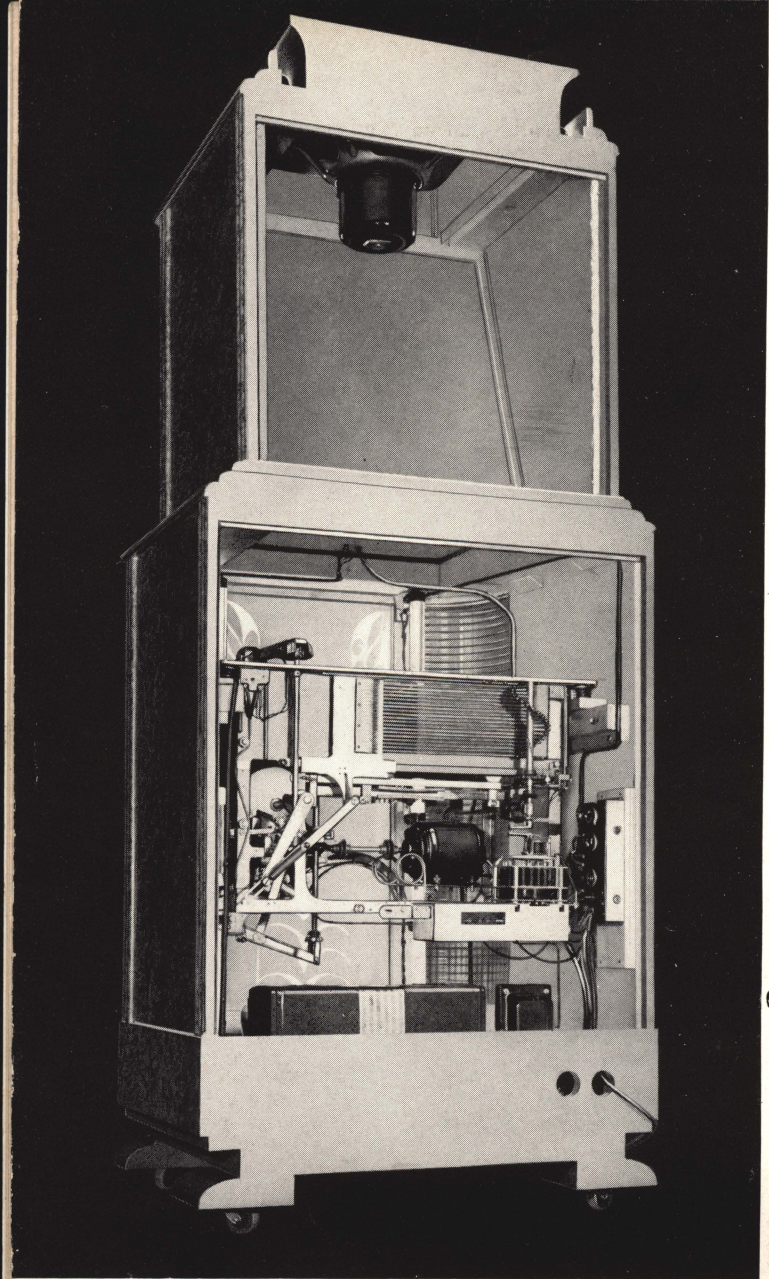
PROFITS whether in music operations or any other business are only the result of proper relationship between *costs* and *revenue*. This phonograph model Charm Cabinet is representative of the best investment an operator can make toward properly relating investment cost with increased earnings. Your changer mechanisms, amplifiers, speakers, etc. still have ample earning capacity but their cabinet showmanship is antiquated—re-establish top earnings at reasonable cost with Charm Cabinets.

Charm MUSIC CABINET CO.

155 N. Clark St., Chicago

Across the Street from the Sherman Hotel

OVER



REAR VIEW WITH DOORS REMOVED

Mount speaker on baffle board at top of acoustic chamber — the mechanism and other mechanical parts in lower cabinet add one of your wall boxes at the front and you have a new top earning phonograph.

SLIDE YOUR MECHANISM INTO CHARM MUSIC CABINETS—TO HAVE AND TO HOLD THE BEST SPOTS

It's about as simple as that—this roomy substantially constructed cabinet amply provides for easy installation. Charm music cabinets reward the operator having ingenuity—a bit of installation work pays good dividends in greater earnings over a long period of time. Charm cabinets offer the answer to a long felt need for regulation of *full* and *extra* earnings from mechanical phonograph equipment—today's wisest investment in the field of Automatic Music.

SPECIFICATIONS
CHARM MUSIC CABINET
Model No. 2000

SIZE—Dimensions overall: height 72¼"; width 31"; depth 27½". Inside dimensions of the lower compartment: height 37½"; width 28¼"; depth 22½". Light-up area over 11 square feet of heavy reflecting glass color tone for compelling effect.

FINISH—High quality two-tone mottled.

CONSTRUCTION—Heavy and substantial to carry the weight of any record change mechanism which may be placed in it. Built in separate top and bottom sections for convenience in handling.

TONE CHAMBER—Ample area acoustically lined to give at least a 25% efficiency increase to any speaker used in it. The heavy speaker baffle allows for the mounting of a speaker up to 15 inches and is so placed that the sound travels upward, giving the best coverage of volume in any room.

WIRING—There is no wiring, lights or mechanism of any kind furnished. With the instruction sheet, you will receive a suggested light-up wiring diagram. This will guide you in the simplest method of wiring, however, distributors and operators alike will work out many ingenious and novel methods of lighting.

MECHANISM—Although no mechanical parts are furnished, the lower cabinet is fitted with cleats for supporting any standard 20 or 24 record mechanism which may be placed in it.

This is the 1st model of the

Charm *Music* LINE

Wall speaker cabinets — music towers and replacement cabinets for wired music are all designed and scheduled for early production. In the firm conviction that it's the cabinet that sells the music to the public, we will offer operators Charm Cabinets that they may realize the full profits of their mechanical equipment.

for You in '42

Leading distributors will feature Charm Cabinets. Charm music cabinets are a new product — distributorships are not set up in all territories — inquire first if your distributor has Charm music—if not—price data will be furnished direct—write.

Charm MUSIC CABINET CO.

155 N. Clark St., Chicago

Across the Street from the Sherman Hotel

OVER

MUSIC

Music Ruling Clarified

WASHINGTON—On January 29th the office of the Commissioner of Internal Revenue, issued the following interpretation of the Entertainment and Cabaret Tax as it applies to music boxes:

"If the entertainment consists of instrumental music, music by wire or by a mechanical device, including a coin-operated machine (whether operated by the manager or patron)", and a space is provided for dancing, the entertainment constitutes a public performance for profit at a roof garden, cabaret or similar place and the amounts paid for admission, refreshments, service and merchandise by all patrons who are present or who are entitled to be present during a portion of the entertainment, are subject to tax.

"If instrumental music, music by wire or by a mechanical device is the only entertainment furnished and there is no space for dancing, the tax does not apply.

"Every licensee required, under the provision of the law, to collect or pay any tax, should make application at once for registry with the local Collector of Internal Revenue on Form 752. This law took effect Oct. 1, 1941, and back tax will have to be paid where dancing and entertainment has been furnished through the use of coin-operated music boxes, either wire or mechanical. No penalty will be assessed against licensees by the Collector for having failed to pay in cases involving music boxes, if you register at once with the local office, making known to them that you are and have been subject to the 5% Tax. Register, pay your Tax for February on March 1st and March on April 1st and the Collector will inform you as to amount due for period back to Oct. 1, 1941."

REVIEW Protests Tax

LOS ANGELES—On February 25th the COIN MACHINE REVIEW dispatched the following wire to Secretary of the Treasury Henry Morgenthau:

"On behalf of the 5,000 operators of coin-controlled phonographs and the thousands and thousands of locations in which these phonographs supply morale maintaining music daily we request that a more liberal interpretation be given to Section 1700 of the Internal Revenue Code as amended by Section 542 of the Revenue Act of 1941, and that the ruling of Deputy Commissioner of Revenue D. S. Bliss, under date of October 8, 1941, be permitted to stand. A tax of 5% would amount to a prohibitive penalty upon the maintenance of phonographs in these localities."

The ruling of Deputy Bliss specifically exempted locations where automatic music, whether by machine or wire, was used.

The action of THE REVIEW in this instance was backed up by wires from a great number of music operators and Associations in the Southland.

Under date of February 27th the Treasury Department replied as follows: "On behalf of the Secretary, I am acknowledging your telegram of February 25, 1942, protesting the application of a five percent cabaret tax. This is a subject which is having the attention of those members of the Treasury staff engaged in studying such problems. Your comment is appreciated and you may be assured that all aspects of the situation are being carefully considered. Sincerely yours, (signed) Ferdinand Kuhn, Jr., Assistant to the Secretary."

Standard Signs "Log Jammers"

NEW YORK — Standard Records has discovered another new novelty outfit, Darrel Fisher and his Log Jammers, and have signed them to a recording contract.

Originally organized in Minneapolis several years ago the outfit is currently at the Diamond Mirror in Passaic, N. J., where such instruments as the wash-board, a musical tree and peanut whistle lend their aid to the unique renditions.

Recording for the first time Standard picked "Turkey in the Straw" and "Tree Waltz" for their first disc, shortly to be released to musicmen.

Ass't. General Sales Mgr. Spence Reese compliments Wurlitzer designer Paul Fuller over his latest creation, the Victory Model 950 which introduced such new features as the Pipes of Pan and Fawn pattern glass panels. Continuation of champagne bubble illumination marks the carry-over of another popular Wurlitzer innovation and the introduction of Fluorescent lighting combines tremendous eye appeal with economy of operation.

"Bomb Tokyo" in Detroit

DETROIT—The No. 1 disc on the 5,000 phonographs in operation in Detroit today is "Bomb Tokyo", a number specially written and recorded for the United Music Operators Ass'n.

Record is being used as part of a "Bomb Tokyo" Campaign sponsored jointly by the operators and Hearst's Detroit Times, and originated by Roy Small, Conciliator for the Music Ass'n. who so successfully organized the "Any Bonds Today?" campaign in Detroit a few months ago.

At a meeting in Convention Hall Feb. 21st songwriters Amherst Turner and Jim Siracuse presented the number and 5,000 copies were distributed to musicmen for use in the No. 1 spot on their phonographs immediately. Through use of song it is hoped sufficient patriotic ferver will be aroused to demand an immediate reprisal for Pearl Harbor.

Carl Pfanstiehl Passes

WAUKEGAN, Ill.—Carl Pfanstiehl, inventor and engineer, died March 1st at St. Luke's hospital in Chicago following a stroke. He was 54 years old.

During a crowded life Pfanstiehl was granted 130 American and foreign patents on electrical, chemical, radio, automotive, and metallurgical inventions. For his work in industrial research, he received the Modern Pioneer award of the National Manufacturers' association in 1940. During the last war he was engaged by the war and medical departments to do special research.

At the time of his death Pfanstiehl was vice president and director of research of the Pfanstiehl Chemical Co. who introduced a new phonograph needle to the automatic phonograph industry a few years back.

Surviving are his widow, two sons and two daughters. Memorial services were held March 3rd.

Carson Robison On Four More

NEW YORK—The guy with the enthusiastic voice and fast-moving tongue, whose "We're Going to Have to Slap the Dirty Little Jap," scored a "sleeper" hit with its release not too far back, has come through with four tunes for RCA Victor.

Aided by the orchestra, Carson belabors the Japs, Natz, and Fatsies in his original "Mussolini's Letter to Hitler," "Hitler's Reply to "Mussolini," "1942 Turkey in the Straw," and "'Here I Go to Tokio,' Said Barnacle Bill, the Sailor."

In all four tunes, Carson follows the policy established in his first anti-axis records and lambasts with words, tongue-lashing and insinuation the tri-pact parties. "The Yanks are on the march," says Carson, "and we'll shove the yellow dog's nose in the ground and turn his damper down."

DECCA
All-Star Records

BUY DEFENSE BONDS — SEE IT THRU IN '42

Welcomes INQUIRIES FROM MUSIC MERCHANTS

W. A. (Bill) BYE

WURLITZER DISTRICT MANAGER

FOR ARIZONA, CALIFORNIA, COLORADO, IDAHO, MONTANA, NEVADA, NEW MEXICO, OREGON, UTAH, WASHINGTON, WYOMING AND HAWAII.

415 Brannan Street
Telephone: Garfield 6560
San Francisco, California

1348 Venice Blvd.
Telephone RI 0196
Los Angeles, California

TEXAS

HOUSTON (RC) — The first Houston phonograph operators social meeting for 1942 was given by Operators William Peacock, Henry Cruse, Fred McClure and Clyde Atkins on Jan. 29th, at Southern Select Beer warehouse. About 40 operators, servicemen, and a few others were present.

A real Mexican supper, five separate dishes and plenty of trimmings, prepared by a Mexican chef, was enjoyed. F. C. Nelson and C. G. Jones, Galveston-Houston Breweries representatives, assisted with serving and also saw to it that plenty of beer was at hand to hurry down some of the food which was a bit hot for some of those raised north of the Border.

During the informal exchange of helpful hints for phonograph operators several workable ideas were mentioned and discussed on how to cut down location calls and thus save on tires.

Harvey Gani was made office manager of Houston Decca branch late in January. Although young in years, Harvey has a long service record with the local office and is well and favorably known to South Texas operators.

J. W. (Wink) Williams, Wurlitzer sales representative, is now working out of the Houston Commercial Music Co. office. He said it is swell being back with the home town folks. Before he went into the selling end about three years ago, Wink was a prominent Houston phonograph operator and took a part in all operators' activities.

Operator Bill Tinlin of Beaumont and Operator Jake Myers of Port Arthur were in Houston for the Fat stock show. Operator Sam Maced of Galveston was in Houston to attend the Opera.

T. V. Williams, who has been associated with the firm of Stelle & Horton for several years, is now in business for himself in Houston. He operates music under the name of Williams Novelty Co.

Stelle & Horton, owned and managed by Harold Horton, continues as Rock-Ola distributor with offices in Houston and New Orleans.

Don Law, Columbia Recording Corp. district manager, in Dallas, was promoted early in February and sent to Bridgeport, Conn. It was reported that he would do a specialized work there having to do with childrens' albums.

Gene Chandler, formerly with Southern Equipment Co. of San Antonio, was appointed district manager for Columbia Recording early in February. He assumed his duties immediately.

Funeral services for Mrs. S. H. Lynch were held in Dallas the evening of February 10th. Mrs. Lynch was ill about three weeks prior to her death, and had been in bad health several years. She was the wife of S. H. (Si) Lynch, President of Electro Ball Co., Dallas. All Electro Ball branch offices in the South and Southwest, as well as the main office in Dallas, were closed all day Tuesday in respect to the memory of Mrs. Lynch.

John. Wright.

Nazis Use Music In War

NEW YORK—The dominant, compelling part music can play in wartime was shown in 1940 when the Nazis took over Oslo, Norway, a city of 250,000.

The Nazis mesmerized the civilians with rollicking songs, American dance tunes and German waltzes. A 12-piece Nazi band struck up in front of Parliament for the most amazing concert the capital had ever seen. "Roll Out the Barrel" was the most popular ditty and the Osloans became so wrapped up in the concerts they thought little of the fact that a mere 1500 troops were holding the city.

The Germans shrewdly used music to keep civilians entertained and to help a handful of troops hold Oslo until 20,000 additional troops could be moved up to take over the city. "Roll Out the Barrel" thus became the dirge of Oslo's independence.

The Casa Loma - - only on
D E C C A

SEEING IS BELIEVING . . . SO
See for yourself the fine work of Mott's, official photographer for the industry as represented in every issue of this magazine. Every commercial shot a sales triumph — every photograph an artistic achievement — at fair live-and-let-live prices! Call
BERNARD MERGE AT MOTT STUDIOS
2115 W. Pico Boulevard EXposition 2458 Los Angeles, California

Bing Crosby - - - only on
D E C C A

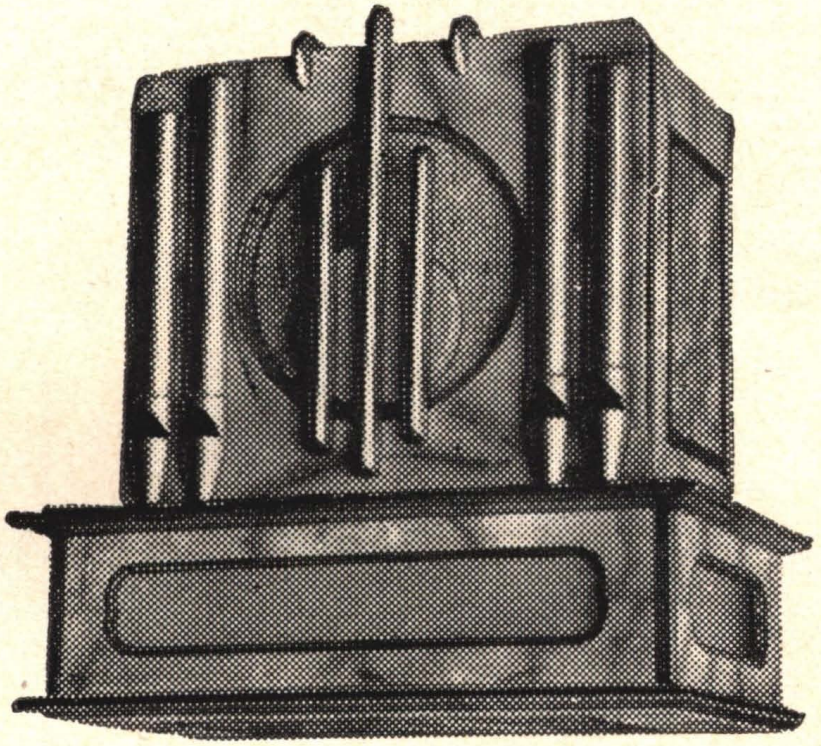
Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

The Speaker Sensation Of The Year!

KLEER-TONE SPEAKER UNIT

Price LESS SPEAKER **$17.50**

Complete with either dynamic or P.M. 12" Speaker — $23.50



- **High Fidelity Tone**
- **Modern Plastic Illuminated Cabinet**
- **Will Accommodate 12" or 15" Speaker**

Here's a money-maker! Berman's KLEER-TONE Model 50 speaker will be found in the most popular spots this year! It reproduces the way that makes music-lovers pour their nickels in and cry for more! Beautiful wood veneer cabinet! Choice of marble finish or walnut cabinet with gold trim.

Twelve-inch Heavy Duty Speaker can be connected to any phonograph with an ordinary two-wire lead. Can be furnished less the speaker for use with the 12" or 15" unit from your old phonograph. Cabinet 21" high, 20½" wide and 12" deep. Complete with volume control, light switch, plastic light-up and plug-in extension cord. Come in or write today for circular.

BADGER SALES CO.

1612 West Pico Blvd. **DRexel 4326** **Los Angeles, Calif.**

WHAT'S NEW —with the Music Publishers

Speed on War Tunes

NEW YORK—The music publishers of the nation were not asleep when the first Jap bombs fell on Pearl Harbor December 7th. Within almost split seconds the top song writers of the nation were busy drafting timely patriotic numbers, presses were ready to print the sheet music by the hundreds of thousands for the music outlets of the country, recording studios were ready with name talent, and within a record-breaking time the music operators of the nation had these live numbers on their phonographs.

A surprising thing about the first numbers was the fact that all of them had definite merit. Not one of them gave the least semblance of being the overnight concoction of a weary brain. Such numbers as "You're a Sap, Mister Jap," "We're Gonna Have to Slap the Dirty Little Jap," "Goodbye Mama, I'm Off to Yokohama," "The Sun Will Soon Be Setting For the Land of the Rising Sun," "They Started Somethin'," and dozens more immediately sprung into popular favor and started to challenge old standbyes on the Hit Parade.

As the country swings into its full war stride there are bound to be a great number of revivals from the old days of the first World War. The parade has already started and more are joining each week. A surprisingly eager audience awaits these revivals for many of the boys now in uniform were in diapers during the last fracas and the song hits of 1917 and 1918 get a big reception today.

Witmark Ballad Clicking

NEW YORK—"She'll Always Remember," new Witmark ballad with war-time romantic setting, is pacing the coin machine field with an impressive array of recordings by the country's leading performers.

Under the Bluebird label, number has been waxed by Glenn Miller and Dinah Shore; for Columbia, Kate Smith and Claude Thornhill; Woody Herman and Mary Small have checked in with Decca; and Hal McIntyre and Dick Jurgens for Victor and Okeh respectively.

Introducing
A NEW DEPARTMENT

To the more than 3,000 music operator-readers in the United States and 17 Pan-American countries we introduce, with this issue, a new department intended to keep musicmen completely informed of trends and new numbers being published and recorded for use on automatic phonographs.

In this department each month we shall record, in words and advertising, the latest tunes coming from the top songsmiths of the nation. To keep abreast of the times make it a habit to read this new department each month, accept the suggestions and the tips given, and be ahead of your competition by acting upon the advice offered.

Hard Luck Song Makes Grade

CAMDEN—"Shrine of St. Cecilia," nation's biggest jinx song hit, attained its biggest success on the day of all days . . . Friday, Feb. 13th.

Tune originated in Sweden as "My Soldier," several years ago. William Ortmann, 51-year-old music publisher who had spent a lifetime looking for one big hit, readapted it and published it in the States as "The Shrine of St. Cecilia."

Hard luck dogged the song from the outset. First, it was barred last summer from the networks as sacrilegious until approved by representatives of all Churches. A squabble over copyright ownership forced it to be banned again in September.

Obstacles overcome, Publisher Ortmann saw his song on the threshold of success when recorded by Vaughn Monroe and Sammy Kaye. Then, on a bleak November day, Ortmann fell dead—an innocent bystander in a gunfight between New York police and a trio of thugs.

Tune attained its biggest success on the 13th when Vaughn Monroe climaxed the ditty's weird history by featuring it on Bob Hawk's "How'm I Doin'?" program over CBS. Today, the song has been featured several times on the Hit Parade and is one of the biggest hits of 1942.

SHEET MUSIC BEST SELLERS

WHITE CLIFFS OF DOVER (Shapiro-Bernstein)
ROSE O'DAY (Tobias-Lewis)
SHRINE OF ST. CECILIA (Braun)
BLUES IN THE NIGHT (Remick)
ELMER'S TUNE (Robbins)
CHATTANOOGA CHOO CHOO (Feist)
THIS LOVE OF MINE (Embassy)
I'VE GOT IT BAD (Robbins)
THIS IS NO LAUGHING MATTER (Block)
SOMEBODY ELSE IS TAKING PLACE (Shapiro-Bernstein)

Mills Music Active

NEW YORK—Mills Music, Inc., announces that Al Cooper's jumping Decca disc of "Fish for Supper" has just been released—in time for operators to use the number during Lent.

Alvino Rey has been honored by the Idaho Potato Growers Association for his recording of "Idaho."

Irv Carroll's first release on his new Bluebird Record contract is a novelty, "Let's All Snore."

Still another Mills tune hitting on all locations on three top discs is "You're A Sap, Mister Jap." Dick Robertson's Decca waxing is fourth on that company's best-selling list, heading all patriotic releases; Carl Hoff's is a current best-seller for Okeh; and Orrin Tucker's Columbia recording was chosen record of the week on the NBC-Bandwagon (Fitch) Show.

Incidentally, John Redmond, Nat Simon and James Cavanaugh, who wrote the number, have a new one that will soon debut on all labels tagged "There'll Always Be A Beach at Waikiki."

* * *

"Give me a ticket to Springfield."
"Which one? Ohio, Ill., Mass., Mo., or Ky.?"
"Whichever is the cheapest."

* * *

Interested in coin-operated MOVIES? THE REVIEW has the ONLY department devoted to this new profit avenue. Read MOVIES in each issue and learn of the possibilities in this new field.

SONGS MOST PLAYED ON THE AIR

BLUES IN THE NIGHT (Remick)
LAMP OF MEMORY (Marks)
FOOLED (ABC)
HOW ABOUT YOU? (Feist)
WHITE CLIFFS OF DOVER (Shapiro-Bernstein)
EVERYTHING I LOVE (Chappel)
MISS YOU (Santly-Joy-Select)
ROSE O'DAY (Tobias-Lewis)
MANDY IS TWO (Bregman-Vocco-Conn)
DEEP IN THE HEART OF TEXAS (Melody Lane)

MOST POPULAR DISCS ON COIN MACHINES

An authoritative chart showing the nation's preference on Automatic Phonographs at presstime on this issue of THE REVIEW:

1. Blues in the Night
2. Deep in the Heart of Texas
3. I Don't Want to Walk
4. White Cliffs of Dover
5. Arthur Murray Taught Me Dancing
6. Rose O'Day
7. He's 1-A in the Army
8. I Said No
9. No Laughing Matter
10. Remember Pearl Harbor
11. Everything I Love
12. Tangerine

WANTED
LATE MODEL SEEBURGS OR WURLITZER Phonographs
HIGHEST PRICES PAID
WILL BUY 1 OR 100
•
For Quick Action Write
BADGER SALES CO.
1612 W. Pico Blvd.
Los Angeles DR. 4326

Woody Herman - - only on
D E C C A

Guy Lombardo - - only on
D E C C A

Here's Sound Advice to Operators of Music Equipment

A Statement by
ERNIE BRENNAN
San Francisco Manager for
GENERAL MUSIC CO.

Material shortages are already curtailing the manufacture of coin music equipment. Price advances have been announced by many leading manufacturers. It is obvious that the operator who wants to remain in business should survey his needs at once — find out what equipment he will require to maintain and increase his profits until America resumes peace-time manufacture.

Here are two things that merit your serious consideration: First, no price increase has yet been announced on Buckley Wall and Counter Boxes; second, our San Francisco and Los Angeles offices are still able to supply your needs with immediate delivery of complete Buckley Music Systems. Both Bud Parr and I strongly urge, therefore, that you place orders now to protect yourself against possible price increases and shortages. Time of delivery and financing may be arranged to suit your convenience.

Sincerely,

Ernie Brennan

GENERAL MUSIC CO.

1157 Post St., San Francisco — **2277 W. Pico Blvd., Los Angeles**

Distributors of BUCKLEY MUSIC SYSTEMS

Other Buckley Distributors:

CHARLES A. ROBINSON
1911 West Pico Blvd., Los Angeles

W. BILL PARADISE, CREST NOVELTY CO.
243-45 W. Trent Ave., Spokane, Wash.

WESTERN DISTRIBUTORS
3126 Elliott Ave., Seattle, Wash.

WILLIAM CORCORAN, *Pacific Coast District Manager for Buckley Music Systems, Inc.*

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

RECORDS

Only records suitable for use on automatic phonographs are rated below. Side responsible for rating is listed first in each case.

KEY TO RATING

5★ EXTRA GOOD. Cream of the crop for the past 30 days. Timely, unique, clever, unusual and definitely above-the-average numbers.

4★ VERY GOOD. Possessing universal appeal. Suitable for any type of location.

3★ GOOD. Suitable for rounding out balanced programs. Numbers fading in popularity.

ABBREVIATIONS

Initials preceding record numbers indicate labels, thusly: B—Bluebird; C—Columbia; D—Decca; O—Okeh and V—Victor.
FT—Foxtrot; W—Waltz; FT VC—Foxtrot with vocal chorus; V—Vocal; N—Novelty; OT—Old Time; HB—Hillbilly.

★ ★ ★ ★ ★
5 STAR

B-11470 Irv Carroll
WE'RE IN IT (FT VC)
MY BONNY LIES OVER THE OCEAN (FT VC)

B-11452 Tony Pastor
THE MARINES' HYMN (FT VC)
GOOD MORNING, MR. ZIP-ZIP-ZIP! (VC)

B-11455 Art Kassel
A ZOOT SUIT (FT VC)
WE'RE HAVING A BABY (FT VC)

C-36517 Kay Kyser
A ZOOT SUIT (FT VC)
WHEN THE ROSES BLOOM AGAIN (FT VC)

V-27783 Barry Wood
WE DID IT BEFORE (V)
SOMETIMES (V)

★ ★ ★ ★
4 STAR

B-11471 Art Kassel
KISS ME GOOD-NIGHT, SERGEANT MURPHY (FT VC)
CHANCES ARE (FT VC)

B-11459 Carson Robison
MUSSOLINI'S LETTER TO HITLER (V)
HITLER'S REPLY TO MUSSOLINI (V)

B-11457 Lucy Monroe
AMERICA (V)
STAR SPANGLED BANNER (V)

Andrews Sisters - - only on DECCA

B-11443 Glenn Miller
KEEP 'EM FLYING (FT)
DEAR MOM (FT VC)

B-11454 Vaughn Monroe
SOMEBODY ELSE IS TAKING MY PLACE (FT VC)
HONEY DEAR (FT VC)

C-36525 Horace Heidt
DEEP IN THE HEART OF TEXAS (FT VC)
LORETTA (FT VC)

C-36526 Kay Kyser
WHO WOULDN'T LOVE YOU (FT VC)
HOW DO I KNOW IT'S REAL (FT VC)

C-36512 Horace Heidt
THE WHISTLING COWBOY (FT VC)
MOONLIGHT COCKTAIL (FT VC)

D-4183 Bing Crosby
BLUES IN THE NIGHT (V)
MISS YOU (V)

D-4184 Bing Crosby
I DON'T WANT TO WALK WITHOUT YOU (V)
MOONLIGHT COCKTAIL (V)

D-4162 Bing Crosby
DEEP IN THE HEART OF TEXAS (V)
LET'S ALL MEET AT MY HOUSE (V)

D-4154 Maxine Sullivan
MY BLUE HEAVEN (V)
ST. LOUIS BLUES (V)

D-4152 Bing Crosby
OH! HOW I MISS YOU TONIGHT (V)
DEAR LITTLE BOY OF MINE (V)

0-6582 Gene Krupa
THE MARINES' HYMN (FT VC)
THE CAISSONS GO ROLLING ALONG (FT VC)

O-6571 Tommy Tucker
SOMETIMES (FT VC)
PRETTY LITTLE BUSY-BODY (FT VC)

Jimmy Dorsey - - - only on DECCA

V-27802 Barry Wood
PRETTY LITTLE BUSY-BODY (V)
LET'S SAY GOODNIGHT WITH A DANCE (V)

V-27798 Artie Shaw
SOMEBODY NOBODY LOVES (FT FC)
HINDUSTAN (FT)

V-27778 Jan Savitt
SING ME A SONG OF THE ISLANDS (FT VC)
BLUE SHADOWS AND WHITE GARDENIAS (FT VC)

V-27779 Artie Shaw
ABSENT MINDED MOON (FT VC)
NOT MINE (FT VC)

V-27781 Art Jarrett
WE'VE GOT TO DO A JOB ON THE JAPS, BABY (FT VC)
I WOULD IF I COULD (FT VC)

V-27782 Tommy Dorsey
LOVE SENDS A LITTLE GIFT OF ROSES (FT VC)
WHAT IS THIS THING CALLED LOVE? (FT VC)

★ ★ ★
3 STAR

B-11460 Carson Robison
"1942 TURKEY IN THE STRAW"
"HERE I GO TO TOKIO", SAID BARNACLE BILL, THE SAILOR

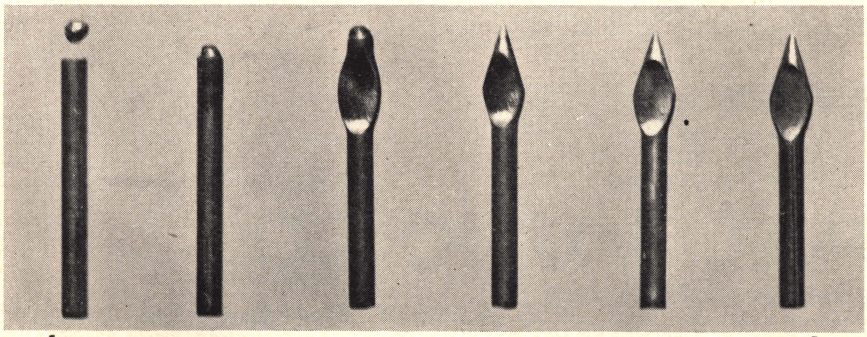
B11468 Vaughn Monroe
DON'T TELL A LIE ABOUT ME, DEAR (FT VC)
ALL FOR LOVE (FT VC)

B-11469 "Fats" Waller
WINTER WEATHER (FT VC)
CLARINET MARMALADE (FT)

B-11472 The Four King Sisters
WHEN THE ROSES BLOOM AGAIN (V)
HEY! ZEKE (V)

TURN TO PAGE 20

PERMO POINTS IN THE MAKING



Precious metal pellet and shank | Pellet welded to shank | Shank shaped | Rough ground to elliptical shape | Finish ground | Polished and plated

13 years of uninterrupted leadership

PERMO POINT **Permo Products Corp.**

6415 Ravenswood Avenue • Chicago

The World's Oldest and Largest Manufacturers Of Long Life Phonograph Needles

Immediate RECORD SERVICE

Within a few hours of you is an Authorized RCA-Victor Distributor who understands the specialized needs of Phonograph Operators and is equipped to give you immediate record service.

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Eastern Company
620 Memorial Dr., Cambridge

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Taylor Electric Co.
112 North Broadway

NEWARK, N. J.
Krich-Radisco, Inc.
422 Elizabeth Avenue

NEW YORK, N. Y.
Bruno-New York, Incorporated
460 West 34th Street

PHILADELPHIA, PA.
Raymond Rosen & Company
32nd and Walnut Streets

WASHINGTON, D. C.
Southern Wholesalers, Inc.
1519 "L" St., N.W.
202 S. Pulaski St., Baltimore, Md.

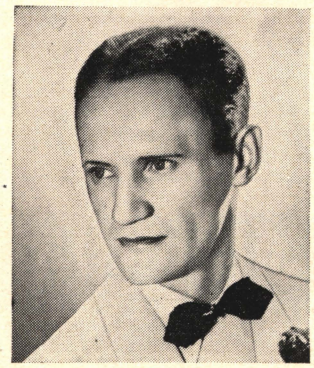
It Pays to Use VICTOR and BLUEBIRD RECORDS

RCA

15 WINS OUT OF 15 PROGRAMS

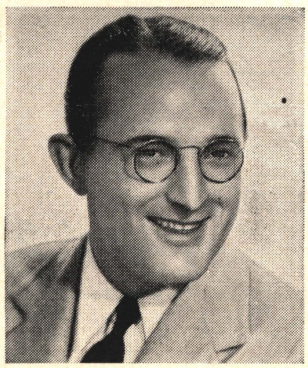
on the

Saturday Spotlight Show Sponsored by Coca-Cola



SAMMY KAYE

4-time winner, with "Remember Pearl Harbor" Victor Record No. 27738.

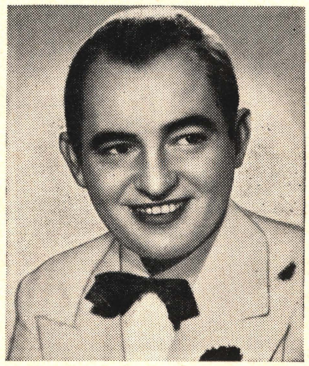


TOMMY DORSEY

5-time winner, with "This Love of Mine" Victor Record No. 27508.

GLENN MILLER

2-time winner, with "Chattanooga Choo Choo" Bluebird Record No. B-11230.



FREDDY MARTIN

4-time winner, with Tschaikowsky's "Piano Concerto" Bluebird Record No. B-11211

COIN MACHINE REVIEW 19 FOR MARCH 1942

MORAL:

It pays to put Victor and Bluebird Records in your Coinograph

New Victor Record Hits

27800 JOE REICHMAN—A Fireside Chat*
Wherever You Are*

27798 ARTIE SHAW—Somebody Nobody Loves*
Hindustan

27796 HAL McINTYRE—How Do I Know It's Real?*—The Commando's Serenade

27782 TOMMY DORSEY—What Is This Thing Called Love?*—Love Sends a Little Gift of Roses*

27778 JAN SAVITT—Sing Me a Song of the Islands*
Blue Shadows and White Gardenias*

27776 BEA WAIN—That's How I Love the Blues
Ev'ry Time

27757 SAMMY KAYE—Seeing You Again Did Me No Good*—Somebody Else is Taking My Place*

27802 BARRY WOOD—Pretty Little Busy-Body
Let's Say Goodnight with a Dance

**Vocal Refrain*

New Bluebird Record Hits

B-11467 TONY PASTOR—Not Mine*
I'll Pray for You*

B-11468 VAUGHN MONROE—Don't Tell a Lie About Me, Dear*—All for Love*

B-11472 FOUR KING SISTERS—When the Roses Bloom Again—Hey! Zeke

B-11462 GLENN MILLER—The Story of a Starry Night*—Skylark*

B-11466 SPIKE JONES—Clink, Clink, Another Drink*—Pack Up Your Troubles in Your Old Kit-Bag*

B-11461 ALVINO REY—Do You Miss Your Sweetheart?*—Smile for Me*

B-11453 FREDDY MARTIN—How Do I Know It's Real?*—If You Build a Better Mousetrap*

B-11436 DINAH SHORE—Blues in the Night
Sometimes

**Vocal Refrain*

More plays per day—more plays per record—on

VICTOR and BLUEBIRD RECORDS

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

Get in the Money with Music's Big Money-makers

VICTOR RECORDS

LEADING THE "HIT PARADE"

VICTOR	BLUEBIRD
27508—This Love of Mine Neiana Tommy Dorsey	11382—A String of Pearls Day Dreaming Glenn Miller
27609—Blues in the Night This Time the Dream's on Me Artie Shaw	11391—Deep in the Heart of Texas I Said No Alvino Rey
27749—How About You? Winter Weather Tommy Dorsey	11401—Moonlight Cocktail Happy in Love Glenn Miller

LEO J. MEYBERG CO.

LOS ANGELES . . . 2027 South Figueroa
SAN FRANCISCO . . . . 70 Tenth Street

3★ RECORDS

(Continued from Page 18)

B-11461 Alvino Rey
SMILE FOR ME (FT FC)
DO YOU MISS YOUR SWEETHEART? (FT VC)

B-11463 Frank Sinatra
NIGHT AND DAY (V)
THE NIGHT WE CALLED IT A DAY (V)

B-11464 Shep Fields
LET'S SAY GOODNIGHT WITH A DANCE (FT VC)
FIRE DANCE (FT)

B-11465 Earl Hines
I NEVER DREAMT (FT VC)
SWINGIN' ON "C" (FT)

B-11466 Spike Jones
CLINK, CLINK, ANOTHER DRINK (VC)
PACK UP YOUR TROUBLES IN YOUR OLD KIT-BAG (VC)

B-11444 Four King Sisters
I'LL NEVER FORGET (V)
IF I COULD ONLY PLAY A CONCERTINA (V)

B-11445 Vaughn Monroe
SOMEBODY NOBODY LOVES (FT VC)
LORETTA (FT VC)

B-11447 Johnny Hodges
THINGS AIN'T WHAT THEY USED TO BE (FT)
SQUAY ROO (FT)

B-11448 Alvino Rey
SING ME A SONG OF THE ISLANDS (FT VC)
BLUE SHADOWS AND WHITE GARDENIAS (FT VC)

B-11450 Glenn Miller
CHIP OFF THE OLD BLOCK (FT)
LET'S HAVE ANOTHER CUP O' COFFEE (FT FC)

B-11451 Dick Todd
TICA TI—TICA TA (V)
LORETTA (V)

B-11453 Freddy Martin
IF YOU BUILD A BETTER MOUSETRAP (FT VC)
HOW DO I KNOW IT'S REAL? (FT VC)

C-36527 Claude Thornhill
MEMORY LANE (FT VC)
THE LAMP OF MEMORY (FT)

C-36499 Metronome All Stars
I GOT RHYTHM (FT)
ROYAL FLUSH (FT)

C-36518 Harry James
I REMEMBER YOU (FT VC)
LAST NIGHT I SAID A PRAYER (FT VC)

C-36513 Claude Thornhill
SOMEBODY ELSE IS TAKING MY PLACE (FT VC)
YA LU-BLU (FT VC)

C-36514 Kate Smith
WHEN THE ROSES BLOOM AGAIN (V)
SHE'LL ALWAYS REMEMBER (V)

D-4182 Andrews Sisters
A ZOOT SUIT (V)
WHAT TO DO (V)

D-4185 Tony Martin
BY THE RIVER SAINTE MARIE
ON MIAMI SHORE

D-4191 Johnny Long
I'M BREATHLESS (FT VC)
HOE DOWN (FT VC)

D-6024 Patsy Montana
GALLOPIN' TO GALLUP (OT V)
BLANKET ME WITH WESTERN SKIES (OT V)

D-4173 Bing Crosby
SING ME A SONG OF THE ISLANDS (V)
REMEMBER HAWAII (V)

D-4176 Woody Herman
LAS CHIAPANECAS (FT)
A STRING OF PEARLS (FT)

D-4178 Guy Lombardo
GRIEG PIANO CONCERTO (FT)
JUNIOR MISS (W VC)

D-6021 Shelton Brothers
WEARY (OT V)
I'LL NEVER GET DRUNK ANYMORE (OT V)

D-4163 Connie Boswell
MY SILENT LOVE (V)
A STRING OF PEARLS (V)

D-4165 Jimmy Dorsey
DROP ME A LINE (FT VC)
WHEN THE ROSES BLOOM AGAIN (FT VC)

D-4168 Muggsy Spanier
CAN'T WE BE FRIENDS? (FT)
CHICAGO (FT)

D-4153 Andrews Sisters
HE SAID—SHE SAID (V)
I'LL PRAY FOR YOU (V)

D-4155 Guy Lombardo
YOU MADE ME LOVE YOU (FT VC)
MANDY IS TWO (FT VC)

D-6016 Roy Rogers
I'LL BE HONEST WITH YOU (OT V)
BLUE BONNET LANE (OT V)

O-6590 Benny Goodman
JERSEY BOUNCE (FT)
A STRING OF PEARLS (FT)

O-6592 Tommy Tucker
HOW DO I KNOW IT'S REAL (FT VC)
LORETTA (FT VC)

O-6593 Charlie Spivak
ARTHUR MURRAY TAUGHT ME DANCING IN A HURRY (FT VC)
I REMEMBER YOU (FT VC)

O-6583 Tommy Tucker
DEEP IN THE HEART OF TEXAS (FT VC)
TANGERINE (FT VC)

O-6580 Benny Goodman
WHEN THE ROSES BLOOM AGAIN (FT VC)
THE LAMP OF MEMORY (FT VC)

O-6573 Les Brown
EVERYBODY'S MAKING MONEY BUT TCHAI-KOVSKY (FT VC)
HEREAFTER (FT VC)

O-6575 Jack Leonard
SOMEBODY ELSE IS TAKING MY PLACE (FT VC)
HOW ABOUT YOU? (FT VC)

V-27803 Hal McIntyre
WHEN THE ROSES BLOOM AGAIN (FT VC)
TANGERINE (FT VC)

V-27799 Lanny Ross
BLUE SHADOWS AND WHITE GARDENIAS (V)
THE LAMP OF MEMORY (V)

V-8924 Montana Slim
MY LULU (HB YODELING V)
IF YOU DON'T REALLY CARE (HB YODELING V)

V-27780 Sammy Kaye
LET'S HAVE ANOTHER CUP O' COF. EE (FT VC)
YOU CALL IT MADNESS (FT VC)

Jimmy Lunceford - - only on
D E C C A

Most Popular Tunes On Wired Music

1. I DON'T WANT TO WALK WITHOUT YOU
2. DEEP IN THE HEART OF TEXAS
3. BLUES IN THE NIGHT
4. STRING OF PEARLS
5. ZOOT SUIT
6. EV'RYTHING I LOVE
7. SOMEBODY ELSE IS TAKING MY PLACE
8. I SAID NO
9. THIS LOVE OF MINE
10. WHITE CLIFFS OF DOVER

Pfanstiehl Gives Needles

WAUKEGAN, Ill.—To prove to operators that there has been "a big improvement on something that was already mighty good," the Pfanstiehl Chemical Co. is offering to send music operators everywhere a sample of their new needle with the tempered, flexible shaft for extra long record life.

No charge is made for the sample needle which the manufacturer claims "will give 4000 wonderful plays without changing or turning." Offer is limited and coupon entitling operators to free sample is printed on the back cover of this issue.

STANDARD RECORDS
"TUNES THAT NEVER GROW OLD"

SPECIALS

•NEW RELEASES•

T-2025 Ranchera Beachcomber
Rene Musette Orchestra

T-2038 Julia and Henry Polka
Cry Baby Polka
Joe's Merry-Makers

T-2045 Happy Sailor
Little Ingrid
Scandinavian Ambassadors

— Special Release —

T-2048 Who Do You Think You Are?
Betty Bradley with Harold Grant's Orchestra

Stars Will Fade
Bill Darnell with Harold Grant's Orchestra

ORDER FROM YOUR LOCAL JOBBER
STANDARD PHONO CO.
168 W. 23RD STREET
NEW YORK, N. Y.

Now Available to Western Operators—

SINGING & PICTURE

Trade Mark

PATENTED U.S. PAT. OFF. OTHER U.S. & FOREIGN PATS. PDG.

ILLUMINATED AUXILIARY SPEAKERS

The Sensation of the East Now Comes to the West. New, original, really unique from every standpoint . . . "SINGING PICTURE" Speaks — bringing your locations a perfect blending of art museum beauty and orchestra-hall sound! A few minutes listening will convince you that here is the finest, clearest tone ever engineered into any speaker. And what location wouldn't leap at the chance to have such magnificent decorations as "SINGING PICTURE" Speakers over the bar or on the walls? Inspiring, timely, colorful "Old Glory" in the 33" x 41" Model 510 or choice of four glamorous, eye-filling dance and art models . . . ALL MASTERFULLY DRAWN IN FULL COLOR ON SILK in the 19" x 23" Model 550. All Speakers glowingly illuminated with genuine picture lights . . . AND handsomely framed in gold!

Here is the first really new idea in Illuminated Auxiliary Speakers. First on location means first to cash in with all locations in your territory. Write today for full illustrated circulars in natural colors and special Operators' prices.

TERRITORY OPEN

Various territories are now open in the 11 Western States for energetic live-wire jobbers and distributors. If you are interested in the flashiest, fastest selling Speaker in the Music field today GET IN TOUCH WITH US AT ONCE!

NOW ON DEMONSTRATION AT

MODERN DISTRIBUTING COMPANY

Exclusive Distributors for Pacific Coast

1349 W. WASHINGTON BLVD. • PRospect 0490 • LOS ANGELES, CALIFORNIA

OR

C. WALTERS & ASSOCIATES

2220 Beverly Blvd. Los Angeles, Calif.

FEderal 1474

PHILADELPHIA

PHILADELPHIA—The charitable spirit of the Phonograph Operators in this territory was amply demonstrated when they responded individually, and as a group, to an appeal of the United Charities for old Victor, Bluebird and Decca records. Raymond Rosen & Co., in conjunction with the United Charities, were collecting these old discs for which the Charity was being paid two cents apiece.

The drive was officially opened on Saturday, February 28 by Glenn Miller who broadcast an appeal, over his "Sunset Serenade" program, for records to be turned over to the Boy Scouts who will visit homes on March 21 to pick up the records. Glenn Miller visited Philadelphia to play a USO show at the Benjamin Franklin Hotel, where more than 1800 people—including every military man off duty attended. He presented a number of records to the Boy Scouts in addition to making the opening announcement of the drive.

A pledge was made by the Phonograph Operators Association that they would contribute several thousand records to the United Charities. The original appeal was made by the writer, who doubles as sales promotioner for Rosen & Co., during a special meeting held at the Club Bali.

Jack Cade has caught on to the intricacies of his job as business manager of the Phonograph Operators Association and has made a hit with the boys for the smooth manner in which it has been operating. He has received the unqualified support of the organization's new officers, who are: William King, Quaker Vending Co., President; Charles Young, representing the New Jersey territory, Vice-President; Benjamin Hankin, Treasurer and Sidney Myers, Secretary.

Travelog: Eddie Heller, enterprising record manager for Abe Lyman's swell band, spent some time with local operators. Eddie Kline of Premier Automatic Music, Lou Lalli of the same organization and their wives, all spent time in the West during the past month. Barry Wood, the world's greatest Bond salesman, was a visitor to Philly this past month, as was Carson Robison whose "Slap The Dirty Little Jap" put him on top of the best seller record list.

Robison made a broadcast over WIP that was dubbed the most sensational in years for before he finished introducing four new tunes which he had recorded, the switchboard of the station was flooded with calls for information asking where the records could be secured. All were recorded on Bluebird records.

Committee Chairman for the Phonograph Operators Association of Eastern Pennsylvania and New Jersey are as follows: Phil Frank, Legal Committee, with Harry Elkins, collaborating on the work; Sidney Myers, Entertainment Committee, assisted by Sam Stern and Harry Elkins; Good & Welfare Committee headed by Harold Riese and aided by Harry Stern, Joseph Mellwig, Sam Weinstein and Maurice Finkel; Membership Committee to be run by Harry Elkins, with other members to be designated later. The Officers and Board

TURN PAGE

The Ink Spots - - - only on

D E C C A

of Directors will also serve as members of the House Committee, Grievance Committee and Rules and Regulations.

Business Expansion: Sam Stern continued to expand his control of local music machine locations by purchasing the route of Alec Lederer who operated as the General Amusement Co.

Private Fred Snyderman showed his love of home-life by spending thirteen hours in the air in order to stay home for one hour with his parents, Mr. and Mrs. Sam Snyderman of Overbrook Vending.

Music To Undertaking: Al Berger, formerly manager of the music route for Stanley Amusement, prop. Sam Lerner, transferred his activity from the entertainment business to the undertaking industry. He was succeeded by Leonard Kessler, amusement machine manager, who thus assumed charge of all Stanley machine placement.

Columbia Record Personnel Change: New district manager for Columbia Records is Rudy Tolney, who was moved here from Detroit following the transfer of George Prutting to management of the New York and Newark offices. Tolney will have charge of the Philadelphia and Baltimore area. *Harry Bortnick*

Singing Pictures in West

LOS ANGELES—The Modern Distributing Co., with Ed Hartman in charge, has opened at 1349 West Washington Blvd., to distribute the new Singing Picture illuminated Auxiliary Speakers to operators, jobbers and distributors in the West.

The line consists of four Picture speakers, 19 inches wide by 23 inches deep, beautifully framed and with a neat picture light above. Speaker is mounted on the back of the picture which is a silk screen process of four art models in full colors. A larger model, 33 inches by 41 inches has the American flag and the slogan "On to Victory."

Introduced in the East several weeks ago the Singing Pictures have met with enthusiastic reception wherever installed and some of the nation's leading Distributors are now handling the line in the East and Middle West.

Hartman, a veteran in the coin machine industry, stated: "We believe we have something really worthwhile for every music operator in 'Singing Pictures.' The unit lends class and dignity to any type of location and the variety of subjects makes it possible for an operator to supply just exactly the type of picture that might prove most satisfactory in any given spot. It's superior tone has amazed the operators who have already been in to see our demonstrators. We cordially invite western coinmen to come in and see this revolutionary new speaker."

* * *

Confucious he say, "Buy honorable Defense Bond and put Nip-on-knees." Dig this operators and if you can't afford a bond get a handful of stamps.

LOCAL OPERATOR WISHES TO BUY a route of Automatic Phonographs, on or off location. State all in first letter. Give models and best prices. Box 410, Coin Machine Review, 1115 Venice Blvd., Los Angeles, Calif.

YOUR FRIENDS ? ?

This listing is made so that Music Operators might know their true friends in the Artist field.

The following artists have composed music, made arrangements for, or appeared in past and forthcoming productions which are believed to paint the Music Operating Industry in a scurrilous light:

Ken Murray
Harriet Hilliard
(wife of Ozzie Nelson)
Wingy Mannone
Milt Herth Trio
Kings Men
Charlie Barnet
Ann Sheridan
Ronald Reagan

Army Goes Seeburg

LOS ANGELES—Up in Camp Roberts the men in service go for the Seeburg Symphonolas . . . and man, how they go for them!

"Take our word for it," declared L. B. McCreary of E. T. Mape Music Co., "We've delivered a bunch of machines to the boys up there and the operators in charge tell us the machines pay for themselves in seven weeks. All of which goes to show the tremendous earning power of the Seeburg line. Captain Gilmore is in charge of the operation there and speaks highly of the day-in-and-day-out service the Seeburg machines give. We feel we are especially fortunate in being able to contribute to Army morale in this manner and at the same time make it possible for profits to accrue for Seeburg operators."

* * *

"Mother, am I descended from a monkey?"

"I don't know, dear. I never knew any of your father's people."

$50.00 REWARD

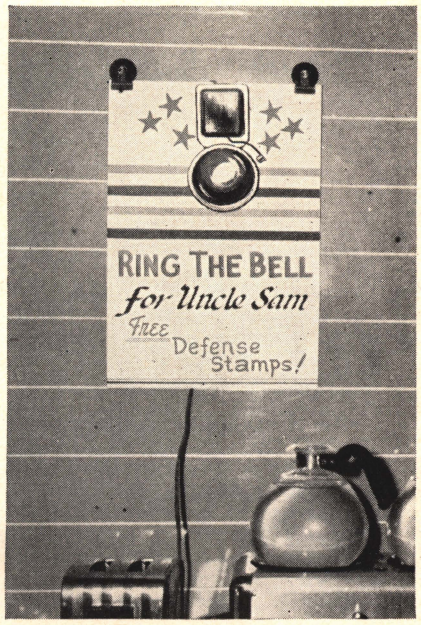
We will pay $50.00 reward for information leading to the arrest of the thieves and the return of five PACKARD PLAMOR Boxes stolen from one of our locations. Serial numbers of the five boxes are as follows:

39840
40136
39854
39845
39851

If you have information concerning these boxes, or if they have been offered to you, communicate at once with

BOX 405

COIN MACHINE REVIEW
1115 Venice Blvd.
LOS ANGELES



Specimen sign to be displayed in a prominent position in the location. This sign would have the bell mounted thereon as shown.

Phonos Stamp Salesmen

CHICAGO—A tested and proven method of selling as much as one hundred million dollars in U. S. Defense stamps has been advanced by Jack Nelson, Vice President and General Sales Manager of Rock-Ola.

Plan calls for installing a bell in each music location. Bell is to be located in any conspicuous spot and connected by wire to the quarter chute on the phonograph. Appropriate signs around the spot should proclaim that with each 25c deposited the customer will hear 5 tunes and in addition receive one 10c Defense Stamp.

A special sign should be made for displaying over the phonograph calling attention to the offer and signed by the location owner, for this provides him with an excellent opportunity to show his patriotism in a tangible way.

In a Chicago test it was found, in an ordinary spot, usually getting from 6 to 10 quarters a week, that the quarter gross increased to 73 quarters the first week, 47 the second, and 52, 41, and 48 on subsequent weeks. Operators simply leave from 40 to 50 10c Defense Stamps at each location. Settlement is easy for the operator counts the quarters and makes the settlement accordingly. The cost of the Stamps is taken off the "top" before the usual division between operator and proprietor.

Based on the Chicago test when 261 Defense Stamps were disposed of in 5 weeks it becomes apparent that with such a plan on the 400,000 phonographs in operation today the coin-operated music industry could absorb the annual sale of nearly one hundred million dollars worth of stamps.

1 TO 12, 25C EA. - 13 TO 99, 23C EA. - 100 UP, 20C EA.

MIRACLE POINT

It's getting 'round Miracle Point Needles are top's

MIRACLE POINT

M. A. GERETT CORP. 2947 NO. 30 ST. MILWAUKEE, WIS

REMEMBER PEARL HARBOR — SEE IT THRU IN '42

VICTORY SALE

Most Manufacturers have discontinued building new equipment. We have a complete stock of

ADAPTERS
STEEL CABINETS
SPEAKERS
SPEAKER CABINETS
LEAD PIPE
BAR BRACKETS
30-WIRE CABLE
and

PLA-MOR BOXES

Buy your future needs NOW. When our present stock is sold we cannot replace. *So act NOW!*

30-WIRE CABLE

For a limited time we can deliver 30-WIRE CABLE in 500 foot Rolls. Check your stock NOW!

NEW CAPEHART MODEL 600 SPEAKERS

SUBJECT TO STOCK ON HAND **$85**

USED EQUIPMENT

WURLITZER 500	$180.00	SEEBURG MAJOR (ES)	300.00	ROCK-OLA BAR BOXES	7.00
WURLITZER 600	150.00	MILLS EMPRESS	120.00	TWIN TWELVES, steel cabinet, NEW	189.50
WURLITZER 51	50.00	KEENEY BOXES	9.00	24 STEEL CABINETS, NEW	220.00
WURLITZER 41	75.00	SEEBURG WALL-O-MATICS	20.00 and up		
WURLITZER 616 DELUXE	65.00			CRYSTAL PICK-UPS FOR ALL MODEL WURLITZERS	
WURLITZER 616	55.00	SEEBURG 30-WIRE SELECT-O-MATICS	12.50		
WURLITZER 412 and 312	35.00				

AT LAST! ARRIVING THIS WEEK: THE NEW CHARM CABINET

A Cabinet designed for all model mechanisms and Boxes. Delivery will be limited . . . SO DON'T DELAY. Come in and see this beautiful cabinet TODAY!

USE OUR SERVICE DEPARTMENT

Gutshall Distributing offers you the finest Service Department in the West under the capable management of Stanley Turner, an authority on remote control and phonograph mechanics. Let us aid you with your mechanical problems. We invite your inquiries.

JACK GUTSHALL DISTRIBUTING CO.

1870 West Washington Blvd. **Los Angeles, Calif.**

ROchester 2103

Jack Gutshall is celebrating the Spring Buying Season by staging a big Victory Sale for Western Coinmen.

Gutshall Victory Sale

LOS ANGELES—It's V for Victory and at the Jack Gutshall Distributing Co. this month it means a Victory Sale in which Jack is offering every type of musical equipment at outstanding savings to Western musicmen.

The establishment is well stocked with equipment and supplies which are becoming very difficult to obtain and Jack has priced them low to give operators the advantage of his wise buying of the past few months.

Quantities are limited and as Jack says, "When these are gone there just won't be any more," so an early visit to Gutshall's will more than repay the far-sighted operator.

Automatic Issues New Films

CHICAGO—Automatic Games announces the release of 4 special Nude Art films in third dimension for the popular View-A-Scope and several hundred new slides for the new Peek Show.

Subjects are the world's most beautiful girls, glamour shots of famous magazine cover models, stocking models, Broadway dancers and famous show and strip tease models.

Automatic is now supplying Peek Show in a five cent play to show ten pictures for one coin. Penny model is also continued.

In addition Automatic is now in a position to supply operators with 8mm and 16mm movies in black and white or color.

Victoretts New Confection

CHICAGO—Salty Victoretts is a new product being offered vending machine operators by the Victor Vending Corp.

Said Harold Schaef, Victor prexy: "A generous portion of 35 to 40 pieces may be vended for one cent, which will return 75 cents per pound. This is a far higher return than can be obtained in vending other items. In addition to this our experience indicates that Victoretts will sell immediately. Any machine which will vend peanuts will vend Victoretts."

Product has been location tested and it is claimed sells rapidly to a public eager for something new and different.

Gallerneau Buys Routes

AMARILLO, Texas—Starting with a few peanut machines as a side line back in 1937, Harold A. Gallerneau of this city soon made it a full time job. Adding equipment just as fast as he could make it pay for itself, Gallerneau built up a neat operation of gum and candy machines.

On February 12th Gallerneau purchased the operations of the Texas Mercantile and Manufacturing Co., U-Need-A Candy and Rowe Gum and now has more locations than two men can handle without those extra hours after supper.

"Bomb Hitler" Crashes With Carole Lombard

INDIANAPOLIS—With Carole Lombard on the ill-fated air liner was a souvenir of Indianapolis, and the Coin Machine Industry . . . a penny amusement machine called "Bomb Hitler."

Clark Gable had read the ad of the Coin Machine Co. of America and wired his wife to bring him one of the machines from Indianapolis for their game room. Carole called the firm while here and a machine was delivered to her promptly . . . but it never reached Hollywood or the Gable game room.

Nathanson Has Surprise

LOS ANGELES—Returning to Los Angeles from an extended business trip to Chicago and San Francisco, William Nathanson announced on March 12th that he would soon offer the operators of the West a surprising new machine at a sensational new low price.

Although Nathanson would not disclose the nature of the new device he said that it was something every operator could use regardless of the type of equipment he might now be offering.

"We've Got to Put The Axis on their Axis" declared Nathanson, "and while this new moneymaker will not accomplish the job alone it's going to give a lot of armchair admirals a chance to play a part in this fracas. Our new Los Angeles location will soon be announced and at that time the mystery machine will be unveiled to the boys."

Walters On Bike

LOS ANGELES — A familiar sight around the neighborhood of Beverly Blvd. and Lake St. before long will be Charlie Walters, of C. Walters & Associates, riding to work on his new Bike. Charlie has purchased Bikes for himself and his wife and plans to put the Packard in storage as soon as he's mastered the two-wheeled defier.

Happel Opens in L. A.

LOS ANGELES—William Happel, Jr., has opened the Badger Sales Co. at 1612 West Pico Boulevard in Los Angeles to job and distribute new and reconditioned phonographs and accessory equipment.

Location, which was formerly occupied by Automatic Vendors, has been completely done over and re-designed for the extensive business Happel plans conducting.

In addition to a complete line of reconditioned phonographs of all types Badger Sales has the Southern California representation on the new Charm Cabinet, manufactured in Chicago, and the Kleer Tone Speaker line from Evansville, Ind.

In opening the new place of business Happel stated, "We intend to give the operators of Southern California a full line of new and reconditioned money-makers at all times, plus a new type of personalized service. Our showrooms are now stocked with a complete array of equipment of all types and we cordially invite the operators to come in and examine our display and get acquainted."

Happel is not new to the Industry. For years he has conducted the Badger Novelty Co. in Milwaukee, Wis. and built up an enviable reputation as a supplier of coin-operated machines of every type. From the very beginning every machine ever featured by Badger was carefully selected and tested. Every reconditioned machine guaranteed to be in perfect working order, ready for you to place on location. The same tried-and-proven policy will prevail in the Los Angeles office.

"We are alive to your every exacting requirements," concluded Happel. "We are keenly aware of the progress and changes going on about us daily. Regardless of what your choice may be in the music line, regardless of the price you pay, the machine you get from Badger will be everything you want it to be."

Franklin Simon & Company, leading New York Department Store recently devoted one of their Fifth Avenue display windows to the reproduction of a USO Recreation Center. Replete with recreation and entertainment facilities, reading matter, a piano, and a bulletin board listing sources of free entertainment for men in the armed services, the room contained a Wurlitzer Victory Model 950 Automatic Phonograph.

• NEW FILM PRODUCT

In the world's first Panoram location, the "It" Cafe on Hollywood's Vine Street, and utilizing the initial machine which continues to operate with a high degree of success, middle of February R.C.M. Productions, Inc., played host to some three dozen members of the trade and daily press at a luncheon preview of a new group of Soundies. The REVIEW was represented, as a matter of course.

Produced by Sam Coslow, executive producer for and president of R.C.M., with the single exception of "Minnie, the Mermaid," done by Associate Producer Neil McGuire, the entire group of miniature features ranges from sweet to hot, include a neat satirical burlesque, and shows a sustained increase in quality. Tuneful and timely, productions are keyed to maintaining morale. All should prove without difficulty their merits and their profitability.

1. "Only Yesterday"—features Leon Navara, with direction by Josef Berne. As neat a take-off on the old-time movies as one can find, surprisingly done from the viewpoint of the pianist who keys his music to the melodramatic scenes on the screen. As for the ending, you'll go a long way to catch a "tag-line" like this one. We won't tell. See it for yourself.

2. "Dear Arabella"—music by Ray Noble and his orchestra, with "Snooky" Lanson, Greta Granstedt, Lee, Lynn and Lou, directed by Berne. How to write a letter to the gal back home with interruptions by the rest of the Army. A clever, tuneful number.

3. "Jealous"—featuring Stan Kenton, who did a big job at Hollywood's Palladium Ballroom not long ago, and Hal Borne, with Mary Brian and Chas. Barron; Berne direction. Good tune, well sold.

4. "Bli-Blip"—featuring Marie Bryant and Paul White, recorded by Duke Ellington, directed by Berne. Ellington fans—and there are many of them—will go for this in a big way. "Bli-Blip" fans will, too.

5. "Any Bonds Today?"—featuring Liz Tilton and The Four Sportsmen. Liz has come a long way in her ability to put over a number; when she has anything naturally as good as this Irving Berlin tune to do, the combination is a natural. This one won't miss.

6. "Hawaiian War Chant"—featuring Mabel Todd, Chief Satini and Hilda Puailoa; recorded by Ted Fio Rito and his Skylined Music. It's an even-money bet which is better—Mabel Todd doing her version of the tune, looking like a school ma'rm on a spree, or the authentic Hawaiians; anyway, both are good, making this a solid item on the film bill.

7. "White Cliffs of Dover"—featuring Sugar Kane and Dick Hogan (latter recently won a role at 20th Century-Fox) with Phil Neely's Trio; recorded by Stan Kenton and his orchestra. With a tune that some critics are already marking for a classical status, and with appropriate backgrounds, this Soundie should rate a best-seller standing in any spot.

8. "Minnie, the Mermaid"—featuring Redd Harper and Julianne Merritt, directed by George Cunningham. Plenty of gorgeous femininity in this one.

9. "I Got It Bad, and That Ain't Good"—featuring Duke Ellington and his orchestra, with Ivie Anderson. As solid a rendition of this popular number as you'll find, backed by Ellington and his men, making this film one that gives out plenty—but good.

Press representatives at the luncheon also learned of current production of a number of patriotic and defense bond subjects for public exhibition, among which is an original song by Coslow—his 501st publication—and Borne being transferred to the Soundies screen by the Robert Mitchell Boychoir; its title: "MacArthur Is the Name."

Herb Mitchell.

MOVIES

Good Movie Year Ahead

LOS ANGELES—According to the Metermovie Division of the General Devices Corporation, the future for operators of movie machines is assured for the duration. "War is always accompanied by an increasing interest in entertainment," Hugh Lacy, speaking for the company, told the REVIEW.

"It is the natural reaction of humankind when under a prolonged strain, to find an escape through entertainment avenues. While it is true that we are geared to all-out production with every man at his appointed task, we have not lost our interest in or capacity for pleasure. When a workman spends ten hours building guns, planes or ships, he is interested in and entitled to some form of recreation. It is the business of amusement machine operators to see that he gets it, in a convenient and easily available form. In some cities theatres are going on a 24-hour shift to serve the day and night defense workers. Operators do not have to increase their shift. Coin machines never sleep. But operators do need to increase the scope of their operations in keeping with the needs of workers."

APDI Films at Lockheed

HOLLYWOOD—To brighten the recreation rest period on the swing shift at Lockheed, Associated Producers Distributing, Inc., have been furnishing reels of film to show the boys.

First APDI showing of three-minute shorts received such an overwhelming commendation from the men building the United Nations' fighting planes that APDI has repeated the showings over and over again using the full library of subjects.

Jersey Specialty Has Filmtone

SINGAC, New Jersey—The Jersey Specialty Co. has been appointed distributor for the metropolitan area for Filmtone, manufactured by Stewart Filmtone Co.

P. Hagedoorn, of Jersey Specialty, stated "Filmtone has caught on with the operators in this territory and all of them report a fine reception from location customers."

To announce their distributorship Jersey Specialty mailed a very attractive broadside in blue and red, setting forth the advanatges of Filmtone and explaining the profit possibilities.

RCM Signs Three

NEW YORK—Jack Barry, President of Minoco Productions, Inc., has signed Gene Austin, Dick Robertson and Jack Feeney for a series of Soundie musical movies.

Introduces New Lens

LOS ANGELES—A sensational new development which may have far-reaching effects of great importance to operators in the coin movie field has just been announced by the Metermovies Division of General Devices Corp.

The new development is the Metermovies Conversion Lens, a new engineering feat in the realm of optics which actually reverses the image or projected picture at the point of origin in the projector. This means that when such a lens is used in any projection set-up it will cause the picture to appear on the screen in the exact reverse of the way it would normally appear in the same projection instrument.

In the past operators have had to order "standard" or "reverse" prints according to the type of equipment they were operating. Now with the new conversion lens either reverse or standard film may be used in any machine regardless of for which type of film the machine has been designed. To operate reverse film in a standard machine it is only necessary to remove the regular lens and install the conversion lens. The procedure is identical to operate standard film in a reverse machine.

RCM Makes Red Cross Film

HOLLYWOOD—Irving Berlin's "Angels of Mercy", dedicated to the Red Cross, has been made into film form by RCM Producer Sam Coslow. Piece stars James Newell and a group of male voices and has been produced in dramatic musical form extolling the virtues of the Red Cross in song and story.

ANNOUNCING!

METERMOVIES' NEW CONVERSION LENS, now available to operators, "reverses" the picture image. By using this lens film can be interchanged between machines of any make! Write for details.

The 1942 Model Metermovie Machine is now available for immediate deliveries in limited numbers — and going fast! Rush your order today!

METERMOVIES DIVISION
GENERAL DEVICES CORP.
CR-61408 8851 Beverly Blvd.
Hollywood, California

SEND TODAY FOR THE NEW **ATLAS PRICE LIST!**

CONSOLES

Mills 4 Bells	$314.50
Jennings Silver Moon Totalizer	129.50
Jennings Bobtail Tot.	129.50
Evans Galloping Dominos, Black Cab.	79.50
Watling Big Game, F. P., Dial	129.50
Watl. Big Game, P. O.	114.50
Mills Jumbo, P. O.	114.50
Mills Jumbo, F. P.	134.50
Pace Saratoga, P. O.	79.50
Saratoga, Comb. F. P. and P. O.	179.50
Paces Races, Brown Cabinet	124.50
Keeney Triple Entry	149.50
Mills Square Bell	79.50
Jenn. Fast Time, F. P.	97.50
Jenn. Fast Time, P. O.	89.50
Jenn. Liberty Bell, Flat	39.50
Jenn. Liberty Bell, Sl.	44.50
Bally Royal Flush	59.50
Beulah Park	79.50
China Boy	49.50
Exhibit's Tanforan	49.50
Groetchen's Sugar King	59.50
Buckley Flashing Ivories	129.50
Buckley Track Odds, Round Head	129.50

PHONOGRAPHS

SEEBURG

Colonel-1940, R. C.	$294.50
Major-1940, E. S.	289.50
Commander, RCES.	269.50
Cadet-1940	225.00
Classic-1939, Mar'glo	194.50
Vogue-1939, Mar'glo	189.50
Plaza-1939	159.50
Regal-1939	144.50
Gem-20 Records	134.50
K-20-20 Records	109.50
Royale-1938	109.50
Model H-12 Rec., Keyboard	69.50
Model C-12 Records	59.50

WURLITZERS

500-1939, 24 Rec.	189.50
600-1939, Keybd.	169.50
616-16 Records	79.70
41-1940 Counter Model	119.50
61-1939 Counter Model	89.50

MILLS

Throne of Music	159.50
Empress	189.50

ROCK-OLA

Super 40	209.50
Master 40	197.50
Deluxe '39	159.50
Standard '39	149.50
Monarch-1938	109.50
Rhythm Master-16 Rec.	69.50

BELLS

Fact. Rebuilt, Club Handles

Blue Fronts	Brown Fronts
5c-$127.50	5c-$137.50
10c- 130.00	10c- 139.50
25c- 132.50	25c- 142.50

RECONDITIONED

Mills 5c Chrome Bell	$179.50
Mills 5c War Eagle	79.50
Mills 50c Blue Front	207.50
Mills 5c Futurity	107.50
Groetchen Columbia	79.50
Pace DeLuxe Comet	97.50
Jennings Silver Chief	129.50
Jennings I Star Chief	72.50
Jenn. 5c Green Chief	94.50
Jenn. Club Console	169.50

PAYTABLES

Santa Anita, $45 J. P.	144.50
Grand National, J. P.	109.50
Pacemaker, $45 J. P.	109.50
Grandstand, $45 J. P.	89.50
Thistledown, $45 J. P.	79.50
Hawthorne, $50 J. P.	79.50
Seabiscuit, $45 J. P.	79.50
Sport Page	64.50
Mills 1-2-3	59.50

ORDER NOW — PRICES SUBJECT TO CHANGE!
TERMS: One-third Deposit, Balance C.O.D.

FRIENDLY PERSONAL SERVICE

Atlas NOVELTY CO.
2200 N. WESTERN AVE., CHICAGO, ILL.
ASSOC. OFFICES [ATLAS AUTOMATIC MUSIC CO., 3939 Grand River Ave., DETROIT
ATLAS NOVELTY COMPANY, 2219 Fifth Ave., PITTSBURG

S. F. Group Elect

SAN FRANCISCO — The Amusement Merchants' Association held their regular annual business meeting on February 26th. The Nominating Committee, which had been appointed at a previous meeting and consisted of Gerry Barron, Myron Jacobson and Joseph Noto, reported that after a careful study and consideration of the splendid performance of the 1941 directors, it was their recommendation that the following be nominated for re-election to the board of directors: Alexander Armos of Golden Gate Novelty; Sidney Mackin: Vance Mape of E. T. Mape Music; Wolf Reiwitz of Wolf Sales; John Ruggiero of Jack R. Moore; Monte Thomson of Crown Specialty and Louis Wolcher of Advance Automatic Sales.

It was further recommended that Irving Goldblatt of the Hirschfield Sales be nominated to fill the vacancy left by Alexander Carr who is no longer active in Hirschfield Sales. Two additional new members nominated to the board were Warren Taylor of Mills Sales and Philip E. Scott.

Committee suggested Sidney Mackin be re-elected as president, John A. Ruggiero as treasurer and Miss F. G. Bowman elected as secretary.

The membership accepted the nominations and unanimously elected the officers and directors.

Following the elections the chair appointed Captain Roy N. Francis as sergeant-at-arms; the annual certified audit of the association's books and records read, and a summarized report of the many activities and accomplishments of the association given.

New York Spots Close

NEW YORK—Walter Winchell, in his syndicated column for March 5th said: "More than 135 candy stores in Manhattan have folded since the Mayor outlawed pinball machines."

Gay Games Grows

MUNCIE, Inc.—Gay Games, Inc., is rapidly becoming the foremost manufacturer of coupon games and salesboards with the installation of new specially-designed machinery and production at a new high. A seven day 24-hour schedule has prevailed at the plant since last October and the firm is adhering to its policy of shipping all orders as quickly as possible.

Dozens of new designs and ideas are in process of production and will be shortly introduced. Among the sensational new ideas are 4 baseball deals that have plenty of profit possibilities. These will be formally announced in the April REVIEW.

Babe Paul Bunyan, "V" Board, Stars and Stripes, Forward March, Cherry Carnival, Champions, Modern Sumbol Bard and dozens of other profitable salesboards are creating wide-spread interest. Gay Games slogan—"For Super-sensations, buy Gay Games Creations," has taken on full meaning to the thousands of operators who are using these profitable numbers.

On coupon ideas Gay Games will announce a new one shortly that will have jobbers and distributors vying with each other for quick deliveries. The deal will be announced in the advertising columns of THE REVIEW.

CMI Elect for '42

CHICAGO—At the annual meeting of Coin Machine Industries, Inc., at the Hotel Sherman, March 3rd, Dave Gottlieb, of D. Gottlieb & Co., was elected President; Sam Wolberg, of Chicago Coin Machine Co., Vice-President; John Chrest, of Exhibit Supply Co., Secretary, and Richard Groetchen, of Groetchen Tool Co., Treasurer. James A. Gilmore was re-elected Executive Secretary.

Newly elected members of the Board of Directors are: W. E. Bolen of Northwestern Corp., R. W. Hood of H. C. Evans & Co., David C. Rockola of Rock-Ola Mfg. Corp., Walter A. Tratsch of A. B. T. Mfg. Co., Louis W. Gensburg of Genco, Inc., F. H. Parsons of Buckley Mfg. Co., and William Rabkin of International Mutoscope Reel Co.

Following the elections the meeting was turned over to a discussion of current problems and plans for the future under wartime regulations. It was generally agreed that the Industry is experiencing "the worst" right now and that as soon as people find out where they are at, conditions will start to improve and the Industry will adjust itself accordingly.

The members went on record as definitely in favor of continuing the Association and its offices in the Hotel Sherman, as well as the services of James Gilmore. It is felt that the Association will be very useful as a clearing house for all sorts of information and in addition will be helpful in aiding members to adjust their manufacturing activities to defense requirements. Furthermore the Association can do a noble work in counseling operators as to activities in the Coin Machine Capitol of the nation now that visits of operators are frowned upon because of Defense regulations in factories engaged in war work.

C. J. Anderson.

Atlas Finds Optimism

CHICAGO—"Very few pessimistic operators come into our place of business," stated Eddie and Morrie Ginsburg of Atlas Novelty Co. "In fact most of the operators today are enjoying wonderful business and looking ahead to even increased business in the months and years ahead. We find more operators calling on us today for equipment than at any time in the past. We are well able to furnish a variety of money-making equipment and consequently we are optimistic, too.

"Not only are operators optimistic over their operations, but they report that there is a growing spirit of Americanism which they have noted in making their rounds," the boys concluded.

Mills Gets Flag

CHICAGO—Mills Novelty Co. was presented with the Treasury Department's new Minute Man flag at formal ceremonies on March 6th. It is the third awarded in the country to companies whose employees have subscribed to a payroll allotment plan for purchasing defense bonds.

Mills is currently turning out parts for shell casings and accessories for aircraft.

BIG VALUES—HURRY! HURRY! HURRY!

97 Stewart & McGuire, Chrome Plated, 6 Column, 1c Gum	$ 8.00
15 DeLuxe Merchandisers, 1c and 5c	12.50
17 DuGreiner, Chrome Plated, Slug Proof, 1c Gum	8.00
30 Rowe 1c Gum (15 Red, 15 Green)	10.00
27 Rowe 5c, Chrome Plated, New	14.50
28 Advance 1c Gum	$ 4.50
2 Northwestern Tri-Selector, with Stands, Candy and Peanuts	14.50
6 Northwestern Peanut, Model 39, Porcelain	7.50
5 Northwestern Peanut, Model 33, Porcelain	5.75

All These Machines Less Than Two Months Old; Like New; Guaranteed.
One-Third Deposit with Order, Balance C.O.D.

UNITED AMUSEMENT COMPANY
3410 Main Street — Kansas City, Missouri

PORTLAND

PORTLAND, Ore.—Most operators busy with income tax returns . . . aren't we all?

Recent visitors to Portland were Lou Wolcher, Mr. and Mrs. William Martin of Cornelius, Bill Clark of Decca here from Seattle. New Decca man in this territory is Ralph Yost.

Double header for Jack R. Moore organization . . . his daughter, Alice, took the final leap February 28th, as did Thelma Oliver of the Seattle office. Good luck to both couples!

Yes, it's a daughter born February 24th to Mr. and Mrs. George Gale of Portland.

Friends of Roy Moffitt are sorry to learn of his passing at Toledo, Washington.

Budge Wright of Western Distributors and his good wife are now back after two weeks in California.

Gene Dickson is the new service man at Western Distributors.

Norman Nemer *actually* shaved and went to Seattle for three days . . . trying to spend some money.

Some operators who are unable to secure merchandise for their punchboards are now buying Defense Bonds and giving them as premiums. These patriotic coin men are not only doing a valuable service to their clients but are helping their country at the same time.

Pauline Barbee (brunette) and Marjorie Danielson (blond) replace two of the personnel of the Jack R. Moore Co. who left recently.

Gertrude Anderson, secretary to Cly Newton of the Puget Sound Amusement Novelty Co., got married February 20th. Going on two or three weeks honeymoon.

Joe Dreher of Dayton, Oregon, has sold out to Herbert Holtes . . . Good luck, Herb!

Stewart Finley, Portland operator, joined the Army . . . leaving the business for the duration.

Roy Gatto getting along fine at the sanitarium . . . has gained 7 pounds . . . which his many friends will be glad to know.

Roy Yorter, former employee of Max Kristol, has gone in the Army.

Howard Chandler leaving the 11th for the Army . . . was an employee of Frank Lee.

Others in the Service are Eeiner Amundsen and Harry Kaplan both former Servicemen.

L. Helen Cusson.

Announcing —

The KONTAX SALES CO.

1001 Terminal Sales Bldg.
PORTLAND OREGON

J. R. Ryan, Manager

PACIFIC COAST SALES DIVISION REPRESENTATION:

ACME MFG. CO., CHICAGO

Complete Line of Punchboards

ALSO

ELECTRIC PUNCH BOARDS

Newest & Fastest Moneymaker on Market Today!

WRITE FOR DETAILS

"It Pays to Play — — the Electric Way"

INQUIRIES WELCOMED FROM JOBBERS AND WHOLESALERS

Opens Portland Office

PORTLAND, Ore.—The Kontax Sales Co. has opened an office in the Terminal Sales Building with J. R. Ryan in charge, to represent the Acme F & M Co. and the Kontax Mfg., Co. of Chicago.

Firm will cover Washington, Oregon, California, Idaho, Eastern Montana, Utah and Nevada for Acme's line of salesboards and Kontax's new electrical punch boards.

Ryan has handled sales for eleven years for Acme and is enthusiastic about his new territory. He has appointed D. M. Hall to work with him in showing the Kontax electric punch board to operators.

Cig. Prices Stick

WASHINGTON — On February 27th Price Administrator Leon Henderson stated that his department had refused to permit an increase in cigarette prices, asserting that an O. P. A. investigation showed that current prices are "fair and equitable."

"Accordingly," he ruled, "the (old) schedule and prices are continued in effect.

* * *

Interested in coin-operated MOVIES? THE REVIEW has the ONLY department devoted to this new profit avenue. Read MOVIES in each issue and learn of the possibilities in this new field.

Headquarters - for -

SALES BOARDS
PREMIUM MERCHANDISE

•

NEMER and COMPANY

"Norm" Nemer, President
Distributors and Jobbers

1221 S.W. Washington St. Portland, Oregon
Phones: ATwater 4920—BEacon 7294

Mackin Gets Appointments

SAN FRANCISCO—Sid Mackin, Managing Director of the Amusement Merchants' Association, Inc. had two honors bestowed upon him during the first two months of 1942.

On January 8th Mackin was appointed Chairman of the Communications Section, Balboa-Visitacion Disaster Relief Committee.

And then on February 11th an appointment as Councilman of the Central Coast Council of the California State Chamber of Commerce was bestowed upon him.

Said Mackin: "You will notice that both of these activities tie in directly with the Association and are evidence of the recognition and regard shown towards our Association as a direct result of the cooperation and civic participation carried on throughout the members of the coin machine industry in the Association."

N. J. Cig. Banquet Set

NEWARK, N. J.—The Cigarette Merchandisers Association of New Jersey has set April 11th as the date for the 5th Annual Dinner-Dance to be held at the Newark Athletic Club. An outstanding floor show of Broadway and radio talent has been planned by the banquet committee consisting of President Max Jacobowitz, Harry Kolodny, Jack Grout, Vice Pres. Michael Lascari, Edward Dierick and Gage Beemer.

Besides CMA members manufacturers of cigarettes, vendors, and matches will gather with representatives of other cig. Associations in the East and the event will take on a patriotic motif.

MEN IN SERVICE

Keep up with activities in the Coin Machine Industry while you are in the Armed Forces. We will accept subscriptions to THE REVIEW at 50c per year provided the magazine is mailed to a military address. Send subscriptions direct to THE REVIEW, 1115 Venice Blvd., Los Angeles, Cal.

Attention, Western Operators-Legal Equipment

Drivemobile, Floor Sample	$195.00	4 Texas Leaguers (Deluxe)	$37.50	1 Bally Basketball, Refinished	$42.50
Universal Grippers	10.00	5 Mutoscope Moving Picture Machines, Like New	49.50	10 A.B.T. Challengers	17.50
Batting Practice	139.50	4 Shipley Viewascopes Picture Mach., Like New	22.50	5 Advance Shockers, New	12.50
Bally Bull's Eye	69.50			Tom Mix Ray Guns	27.50
Keeney Machine Gun	44.50			1 Pike's Peak	17.50

One-third Deposit, Balance C.O.D.

ARCADE EXCHANGE. 1705 W. PICO BLVD. LOS ANGELES, CALIF.

Southern California

LOS ANGELES—Two new distributing organizations opened in Los Angeles during the past month. Badger Sales Co. opened at 1612 West Pico with William Happel, Jr., in charge, and Modern Distributing Co., presided over by Ed Hartman, opened showrooms at 1349 West Washington. Southern California coinmen were quick to visit both firms and welcome them to the southland. Badger will do a general distributing business specializing in the new Charm Cabinet, Kleer-Tone Speaker and Used Phonographs. Modern is featuring the popular Singing Picture speakers.

At last it can be officially told—the Paul Laymons have moved into their new home in Huntington Palisades.

Coinmen serving as air wardens got a taste of their jobs when the Japs made an aerial visit in mid-February. The men were up patroling their districts from 3 a.m. to 8:30 a.m.

Abe Berman reports a nice business at his new Arcade Exchange.

Ollie Trevillian, Santa Barbara, was in town March 5th endeavoring to jar a few new cigarette machines loose from E. C. McNeil.

Jack Gutshall narrowly missed having an unwanted visitor in February when a heavy truck went berserk in his block and plunged headlong into his neighbor's place of business.

Jack's serviceman, Gene Crowley, had his 1941 Plymouth parked at the curb. The truck plowed through it and completely demolished the car. Two tires were the sole salvage.

Budge Wright of Portland's Western Distributors, visited in the Los Angeles area in February. While here he and Mrs. Wright were guests of J. Frank Meyers of Exhibit at a party at the Ambassador Cocoanut Grove. Others in the party included Mr. and Mrs. Paul Blair, Mr. and Mrs. Mac Sanders, Mr. and Mrs. Paul Laymon, and Mrs. Meyers.

Jean Minthorne is doing a land office business with his new scooter sideline. Such prominents as David Selznick and Mary Pickford have visited Jean and picked up scooters.

Walter Gaunt reports an upturn in receipts at Twenty Nine Palms since the government established a big glider school near there.

Bob Riddell, of the Wired Music set-up in Pasadena, made the front page of the Pasadena paper on February 25th. Article told of Bob receiving a 40-foot letter while at camp near Denver. Letter, written on shelf paper, carried messages from all of the 50 or more locations in Pasadena using wired music. Accompanying picture showed Private Riddell atop a building with the 40-feet of letterwriting hanging over the side. Incidentally Bob has been transferred to the Air base at Long Beach.

One of the cutest gags making the rounds in Southern California is General MacArthur's Social Security number. Write 29A6-34T-40-2219 on a slip of thin paper, hold to light, read from back, and share the mirth.

The Kozinsky Brothers production of "Klondike Fury" for Monogram release was previewed at the Filmarte in Hollywood March 11th. The boys are prominent operators and running true to form, remembered all of their coin machine friends and spread the ducats liberally for the preview.

Bill Shorey is opening a new Penny Arcade in San Bernardino. Jack Lipps has opened one at Camp Elliott.

Rumor has it that two of the local jobbing establishments will turn the key in the door permanently within the next thirty days.

Les Lorden continues to go "hell's fire" with his film rental biz.

Harry Kaplan of Southwest Vending, visited the city by the Golden Gate in February.

Unusual burglars visited the Berry and Grassmuech Record store in Pasadena during February. Instead of stealing hundreds of records the burglars spent their time—and plenty of it—jiving with Glenn Miller and Freddy Martin. Place was fairly littered with records of the two the next morning.

Thomas Murphy in Brawley, and George Culver in Calexico report business at the top of the barometer in the Imperial Valley. Said George: "We can't complain over the neat business we're enjoying. Camp Seeley, just a short distance from valley key spots, brings a lot of folks down to see their relatives and we profit by their visits."

Steve Moore believes in "Keepin' 'Em Playin'!" and accordingly is giving his music spots out Claremont way the top discs on the market today.

R. A. Talbert in Fresno comes through with the admission that the upping of raisin prices has not hurt his operations in the San Joaquin Valley. Time was when raisins were like gold. Seems such times are coming back.

Johnson and King are getting their share of the money now in circulation down San Pedro way. Town looks like a military reservation these days and everyone goes the limit when darkness falls.

R. E. Reeder keeps things humming out in Glendale with his rapid repair service. Reeder started in just before the outbreak and now that machines are not coming off

SALUTING YOU —

WITH THESE "ALL OUT" WINNERS

Bally's King Pin
Genco's Play Ball
Bally's Torpedo Pellet
Evans Play Ball

●

Complete stock of new and reconditioned Games — Consoles, etc. Come In.

For the Best in the West See

PAUL A. LAYMON

Distributor of Quality Coin-Operated Machines

1503 W. Pico Blvd. DRexel 3209 Los Angeles, Calif.

THE LITTLE STORE with BIG BARGAINS

— IN —

4 1937 Skeeballs
1 Skill Roll
1 50c Late Jennings Chief
Seeburg Vogue Phonographs
All Late Marble Games

WILL TRADE FOR USED RECORDS

PERCY SHIELDS

1549 West Pico Boulevard
LOS ANGELES, CALIFORNIA
FEderal 1919

AUTOMATIC PHOTOGRAPHY

The remarkable coin-operated PHOTOMATIC machine, a worldwide public favorite, automatically takes, frames and delivers a fine personal picture in only 40 seconds! Requires no attendants; very little weekly servicing. PROVEN a steady money-maker. Investigate without obligation. International Mutoscope Reel Co., Inc., 44-01 11th St., Long Island City, New York.

the assembly lines by the thousands he is enjoying a dandy repair and maintenance business.

Another old-timer who has won his spurs on repairs and maintenance and built up an unequalled record for always giving more than your money's worth is H. R. Graham. A pioneer in the field, Graham has built up a customer list that covers the eleven western states. It is surprising to see the distance some machines come just for the magic hand touch-up work of Senor Graham.

R. T. Mahurin of Reid's Penny Arcade in Venice, and Jack Borter and Al Anderson of Arcades in Balboa report that the war scare hasn't helped business too much. However the shortage of tourists has been compensated for by the localites who seem more pleasure-inclined than at any time past. As a result business holds to an even level.

E. Stewart Trimble in Huntington Park has changed his operating name to Seville Amusement Co.

In Glendale H. M. Steele is doing a grand job on cigarettes. Steele knows the full meaning of service and an inquiry at any of his spots will show just how sold they are on "Steele Service."

Jack Gerety has been doing plenty good with his recently opened Arcade in Bakersfield. A lot of Arcade folks have journeyed up to see how Jack does it.

If you're interested in meeting the blue bloods of the marble game and arcade business in Southern California just rent a chair for a week in Mac Sanders . . . IF he'll let you. Mac seems to have a way with the boys and they never miss a visit to his place when in the city.

William A. Wulf tells us that Anaheim is now coming into its own. Wulf, an AOLAC member, has done a nice job of clean operating in Anaheim and in return he has had the co-operation and consideration of the "powers that be."

Llewellyn H. Bailey is doing a consistently good job of supplying spots at Manhattan Beach with wired music.

Paul Blackford.

CLEARANCE SALE

Subject to Prior Sale — We Offer the Following:

BRAND NEW JENNINGS EQUIPMENT

For a Short Time Only

Jennings Silver Moon Console
Jennings Bob Tail Totalizer
Jennings Victory Chiefs' Slot
All Machines in Original Cases

FULLY RECONDITIONED USED SLOTS

Also, We Offer the Following Used Equipment:

Mills Bluefronts • Mills Cherry Bells
Mills Extraordinary • Mills War Eagles
Mills Q. T's., Late Models • Caille Slots
Jennings Dutchess and Chief

Write, Wire or Phone for Prices to

WILLIAM CORCORAN

1157 POST STREET GR. 7878 SAN FRANCISCO

DENVER

DENVER (RC)—Highly gratifying was the sale of defense stamps and bonds during Defense Stamp week for Panoram operators February 16-23 in which the Rocky Mountain Soundies cooperated by placing a machine in the May Co., one of Denver's largest department stores. With every purchase of a bond or stamp one number was played on the machine. Rocky Mountain Soundies in cooperation with its location operators in Denver also donated a $100 bond which was awarded to a patron during a drawing. Throughout the week each location gave away numbered coupons with each play. A drawing was held at Boggio's, other locations were connected by a telephone hook-up, and the bond awarded the holder of the lucky number.

The Soundies Co. is now in its new location at 1424 Court Street occupying 25 x 140 feet on the main floor with basement size of equal footage. The new quarters house sales, service and warehouse for the Denver Sales Co. as well as the Soundies Co., both of which are headed by Gano Senter with Les Goodwin as manager.

The roll call of Uncle Sam now includes the following former coin machine employees from this region: Clarence Berg, serviceman for Walker Vending Co.; Bill Davidson, head bookkeeper for Wolf Sales; John Negri, route manager for Century Music; Don Alvarado, serviceman for Rocky Mountain Soundies Co., enters the air service March 19; Dave Goodenough, also a serviceman with the Soundies, leaves March 16 for a position with the civilian personnel at Hild Field, Ogden, Utah. Dan Brennan, San Francisco salesman for Wolf Sales, is expecting his call most any time; Al Roberts, Denver manager, and Chick Roberts, San Francisco manager for Wolf Sales, have applied for navy and army commissions, respectively.

Milton Pritts, Denver operator, has four contracts for servicing coin operated machines at Lowry Field. Pritts has constructed pistols resembling army 45's for use on ray-guns and the soldiers can shoot either the conventional rifle or the pistols with the latter receiving the heaviest play.

Gibson Bradshaw, head of the Denver Distributing Co., reports a nice flow of orders for arcade equipment. Brad is disposing of more equipment than he had anticipated and in general is keeping his affairs in shape so that he can act as rapidly as possible should he receive a call to military service.

Wolf Reiwitz of Wolf Sales is back in Denver following a short stay in Arizona, and is taking things a bit easy to help recuperate from a recent illness. Reiwitz reports the Arizona territory in excellent shape and prospects in Colorado and Wyoming also looking up, with an increased demand for equipment. Reiwitz will shortly go to San Francisco to look over the affairs of the branch there, and upon his return to Denver will remain here permanently during the war. Salesman George Rowe is working the Idaho, Utah and Wyoming territory and Charlie Crews has been working part of the Wyoming territory. Harry Bozarth of Winslow, Arizona, is a new Wurlitzer operator in that territory, starting with a purchase of 25 phonographs.

Bill Stackhouse, formerly with La Salle Music Co. of Denver, has joined the staff of Century Music Co.

Operations in general are down in this territory; however such is expected as a normal seasonal slump, and prospects for the spring and summer appear to be normal. As was to be expected, some uneasiness exists among operators as to their being called to service and those in that immediate category are more in a selling than a buying mood. However, in general, sales are running about normal for this time of year. *Herb Trackman.*

War Theme On Games

INDIANAPOLIS—"Bomb Hitler" and "Bomb the Jap" are the names of two clever counter games being offered the operators of the nation by the Coin Machine Co. of America.

Timely, colorful, legal, long lasting and tax free these games have won an immediate acceptance from the operators and outstanding earning reports are filtering in from all parts of the country.

Machines are small, require very little counter space, attractive in appearance and priced exceptionally low.

* * *

Model: "The artist made me pose with a rifle in my hands."

Another: "Is he doing a picture of the war?"

Model: "No, he can't trust himself."

Bargain Mart

5c PER WORD, MINIMUM $1.00

No General Delivery ads accepted. Send copy, with remittance, to COIN MACHINE REVIEW, 1115 Venice Boulevard, Los Angeles, California

COIN COUNTERS AND WRAPPERS——
Tubular 1c, 5c, 10c and 25c, guaranteed heavy paper, 60c a thousand in 25,000 lots, 70c single thousand. Accurate Penny Coin Counters, heavy aluminum, $1.00. Belt Pocket, 35c postpaid. Collection Books, 75c doz. HECHT NIELSEN, 1322 Congress Street, Chicago, Ill. (TF-C)

SLOT MACHINES REPAIRED——
Have your machines adjusted, tightened, cleaned, and greased. Replace defective springs and worn parts. Have them buffed and painted. Install new Reel Strips and Award Cards. Increase earning power. Let GRAHAM do the job. 212 East Palmer Avenue, Glendale, Calif. Phone: CItrus 1-1093. (SS-C)

WANTED——
Watling Fortune Scales. Pay Cash. State condition, prices, etc. Would buy route. Write us now. SCALE SERVICE CO., Marion, Indiana. (9-42-P)

WILL BUY FOR CASH——
Also now selling: Sky Fighter, Air Raider, Defender, Rapid Fire, Shoot the 'Chute, Western Baseball, World Series, Hockey, Basketball and all others of this type. Good deals either way. SEABOARD SALES, 619 10th Ave., New York City. (DJF-C)

SPECIAL——
We have monthly bargains in reconditioned merchandise machines and counter games. Send for free list. Get on our mailing list. CAMEO VENDING, 432 West 42nd, New York City. (JFM-C)

Pictured above in the act of playing some of his latest discs on a Wurlitzer Colonial Model 780 is Eddy Duchin, known as the "Magic Fingers of Radio" and as one of America's top dance band leaders to millions of music lovers. Reports from coast to coast from Wurlitzer Music Merchants prove the popularity of Duchin's records and a fast growing demand for his discs on Wurlitzer Phonographs.

WANT TO BUY——
Used Phonographs of all models. Top prices paid and immediate cash. GENERAL MUSIC CO., 2277 W. Pico Blvd., Los Angeles, Calif. (MAM-C)

SLOT MACHINES REPAIRED——
Machines adjusted, tightened, cleaned and greased. Defective parts replaced. Repairs made on location. Stags a specialty. We call and deliver. COIN MACHINE SERVICE, 342 West Cerritos Ave., Glendale, Calif. Telephone CItrus 3-3721. (TF-C)

FOR SALE ——
Converted Marvels — Tax Free, $32.50. Paces Races, brown walnut, jackpot, like new, $249.50. Bargain list free. COLEMAN NOVELTY, Rockford Ill. (JFM-P)

FOR SALE——
ARCOR 5c bar vendors, peanut, ball gum, candy bar, hot popcorn vendors. $2.00 up. Real bargains. NORTHSIDE SALES CO. Indianola, Iowa. (JFM-P)

Jack Nelson, Rock-Ola Mfg. Corp. vice-president in charge of sales, assures C. F. "Cliff" Bailie of Rex Amusement Co., Syracuse, N. Y., of his firm's cooperation in the nation's Victory Campaign.

ATTENTION
Phonograph Operators

USED RECORDS

I will pay spot cash for all your used records in lots of 200 or more. 1941 Standard type only.

1941 USED RECORDS ACCEPTED FOR 6c EACH

SHIP YOUR RECORDS. Any quantity of 200 or more by MOTORTRUCK. CHEAPEST ROUTE. C.O.D. I WILL PAY THE MOTORTRUCK TRANSPORTATION CHARGE AND ALSO PAY YOU 6c each for all your used records you ship to me in good condition, must not be scratched and guaranteed against breakage.

1941 USED RECORDS ACCEPTED. FOR 6c EACH

VICTOR	COLUMBIA	VOCALION
BLUEBIRD	BRUNSWICK	OKEH
DECCA	VARSITY	STANDARD

IMPORTANT: Send me a post card or letter stating number of records in your shipment and mark your shipment and instructions to the Motortransport Company to accept check for any amount made payable to shipper and permission is granted to inspect records against breakage and scratched records immediately after inspection and records are found in good order check will be issued for whatever amount is due. Unless you accept these conditions you must not ship.

SHIP ALL USED RECORDS TO

GEO. J. REID

2624 W. STATE STREET, MILWAUKEE, WIS.

"So the doctor told you to go to a warmer climate. What was the nature of the trouble?"

"I went to him to collect a bill."

BUY DEFENSE BONDS — SEE IT THRU IN '42

WANT TO BUY
Used Phonographs, Guns, Arcade Equipment, Phonograph Records. Cash or will trade. TROJAN NOVELTY CO., 1813 West Pico, Los Angeles, Calif. (S-C)

BARGAINS, NEW AND USED
Vendors, Parts and Supplies. Portion Card and Labels Free. U. S. VENDING MACHINE & SUPPLY CO., 1020 Golden Gate Ave., San Francisco, Calif. (10-42-P)

FOR SALE
1c Master Vendors with 1500 balls of new process numbered gum, complete—$10.00, tax free. RED LINE VENDING CO., New Hampton, Iowa. (FMA-P)

FOR SALE
Large stock Maintenance parts, rebuilt slots, consoles. Watling 5c six coin Brownie, $79.50. Bargain list Free. COLEMAN NOVELTY, Rockford, Illinois. (FMA-P)

I WANT TO BUY
Keeney Super Track Times, Mills Bonus. CHARLES PITTLE, New Bedford, Mass. (FMA-C)

WANT TO BUY
A route of Music Machines. List machines, give condition and best price in first letter. Reply to Box 395, Coin Machine Review, 1115 Venice Blvd., Los Angeles, Calif. (TF-C)

PARTS FOR SECA SCALES
are still available from MUTUAL DISTRIBUTING CO., 1109 Bryant Ave., New York, N. Y. (M-P)

ATTENTION
Our 64 page pocket size Catalogue explains how to successfully operate a route of vendors and counter games. Also has pictures and descriptions of over 100 machines. Send 25c to cover cost of mailing. ASCO, 140 CR. Astor Street, Newark, N. J. (M-C)

WILL BUY
Mills and Jennings Slots. Also salesboards, any types. Write full details. HENRY WEISS, 1307 N. Illinois Street, Belleville, Illinois. (MAM-P)

JOBBERS - DISTRIBUTORS - OPERATORS!
Our new Price Lists just off the press. Listing the country's most outstanding coupon and salesboard designs. Write Department R-3, GAY GAMES, Incorporated, Muncie, Indiana. (M-C)

HERE'S HOW - -

You can reach the 15,000 operators in the nation. THE REVIEW offers a complete mailing service to its verified lists. Follow up your advertising in the trade press with individual mailings. You'll find it pays handsomely. We are equipped to cover any city, county, state, group of states or the entire nation in a record short time at the following low rates:

ADDRESSING from our Addressograph plate list.....$15.00 per thousand
Advertiser to furnish mailing piece, stamped, stuffed, sealed or tucked in. We address and deposit with Post Office. Mailing receipt furnished if desired at 50c per mailing additional.

HAND ADDRESSING from our lists .....$25.00 per thousand
We furnish the lists and address by either pen or typewriter, and deposit with Post Office. Mailing piece to come to us complete and ready for mailing after being addressed.

HAND ADDRESSING from lists supplied .....$6.50 per thousand
We address by either pen or typewriter, and deposit with Post Office.

EXTRA SERVICES:

Folding letters, broadsides, circulars, etc.....$1.00 per thousand
(One fold only. Additional folds at same rate.)

Stuffing envelopes with one enclosure .....$1.00 per thousand
(Added pieces at the same per thousand rate.)

Tucking in flaps, stamping, sorting, rubber stamping permits, etc., per operation.....$1.00 per thousand

Let us know the amount of territory you desire to cover and we'll give you, by return mail, the exact number of pieces we will require.

COIN MACHINE REVIEW 1115 VENICE BLVD. LOS ANGELES, CALIF.

MIX EUREKA BRAND
Foreign Postage Stamps with vending machine candies for increased play; $2.95 per thousand prepaid. E. O. LIKENS, Bethesda, Maryland. (MAM-P)

ONE SOUNDVIEW MOVIE MACHINE
Dime, coin-operated, Bell and Howell Projector, like new, cabinet similar to Panoram; price $500.00, one-third deposit, balance C. O. D. Very beautiful machine. Wonderful tone qualities. Films can be rented by the week. JERSEY SPECIALTY CO., Route 23, Singac, N. J. (MAM-P)

PENNY ARCADE FOR SALE
With large carnival. Retiring on account of age. Two 22 ft. semis, three thousand miles on each. Cost seven thousand dollars. And ten thousand dollar Arcade. Everything in A1 shape. Grossed in seven month season last year $15,000.00. P. VAN AULT, c-o Billboard, Cincinnati, Ohio. (M-P)

WANT TO BUY
All late model Phonographs for Cash. Highest prices paid. Any quantity—Immediate cash. BADGER SALES CO., 1612 West Pico Blvd., Los Angeles, Calif. (TF-C)

WANT TO BUY FOR CASH
Bally Sports Specials, 5c and 25c Mills Blue Fronts, Cherry Bells, Melon Bells, Pace Comets, 2 - 50c Slot Machines and Single sand stands. EARL'S NOVELTY SERVICE, Crowley, Louisiana. (MAM-P)

WILL BUY, SELL OR TRADE

the following: Chicken Sams, Air Raiders, Sky Battles, Sky Fighters, Defense Guns, Drive Mobile, Night Bomber, Ace Bombers, Mutoscope Punching Bags, Batting Practice, free play Western Baseball, Texas Leaguer, Submarine Guns, Rapid Fires, Shoot the Shoots, Seeburg Jail Guns. Call, wire, at our expense. We carry a full line of new and used equipment. SOUTHWESTERN VENDING MACHINE CO., 2833 West Pico, Los Angeles, Calif. ROchester 1421. (M-C)

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MARCH, 1942

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COIN MACHINE REVIEW,
1115 Venice Blvd.
Los Angeles, Calif.

SEND CASH WITH ORDER — **5c a Word, 3 Insertions at Price of 2**

Kindly insert the following ad.....times in your "BARGAIN MART" section. Herewith is remittance in full in the amount of $.....

BLIND ADS 10c EXTRA TO COVER COST OF POSTAGE

AD COPY.....

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Name and address should be included in the word count. Copy must reach Los Angeles office by first of each month.

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers.

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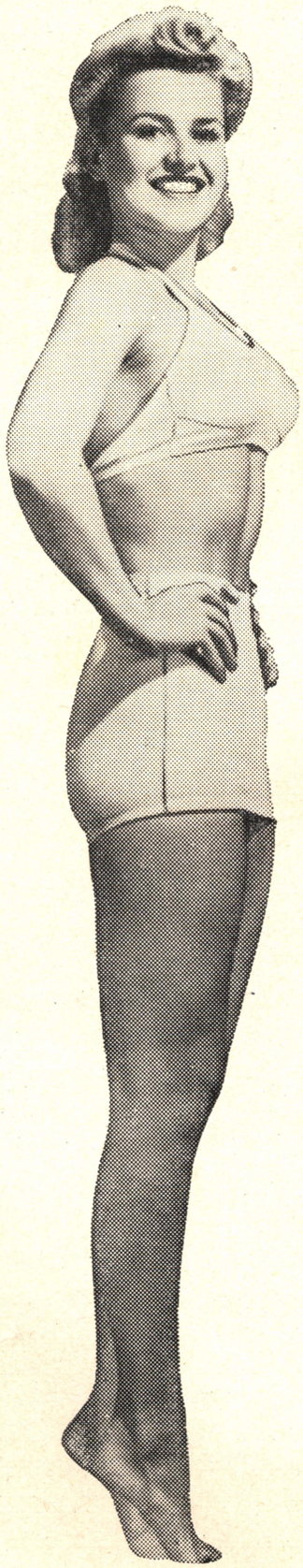


"Streamlined and swell," "A positive honey," "Just what the doctor ordered for sick locations," "By far the best yet." These, and dozens of expressions like them are being voiced by Western operators who have examined the

New Seeburg 1942 Hitone SYMPHONOLA

Here is a new and different Symphonola with many new exclusive features that you can only appreciate by inspection at our nearest showroom. The Red Plastic Dome . . . The New Acoustic Chamber . . . The Escutcheon . . . The Glass Panel . . . Illuminated Third Dimension Rotor Lighting . . . Ear Level Tone Reproduction . . . New Fluorescent Plastic Acoustic Chamber Trim . . . New Tile Black Glass Pilasters . . . New Playmeter Reset Control . . . and many more!

Then, too, do not miss out on the new SEEBURG DUO-REMOTE CONTROL UNIT — an outstanding Seeburg Remote Control Unit that provides new locations for operators.

SERVICE . . . "for the Duration!"

During the next several months new phonographs and new accessory equipment will be scarce! It therefore behooves every operator to watch his present equipment more closely than ever before. We are equipped to counsel with operators on problems involving phonograph mechanisms and mechanical and electrical problems involved in remote control equipment. Factory-trained technicians are ready to serve you. Now, more than ever before, the value of Seeburg-built equipment will justify the confidence that operators have placed in it for over forty years.

"REMEMBER PEARL HARBOR — KEEP 'EM FLYING"

E. T. Mape Music Co.

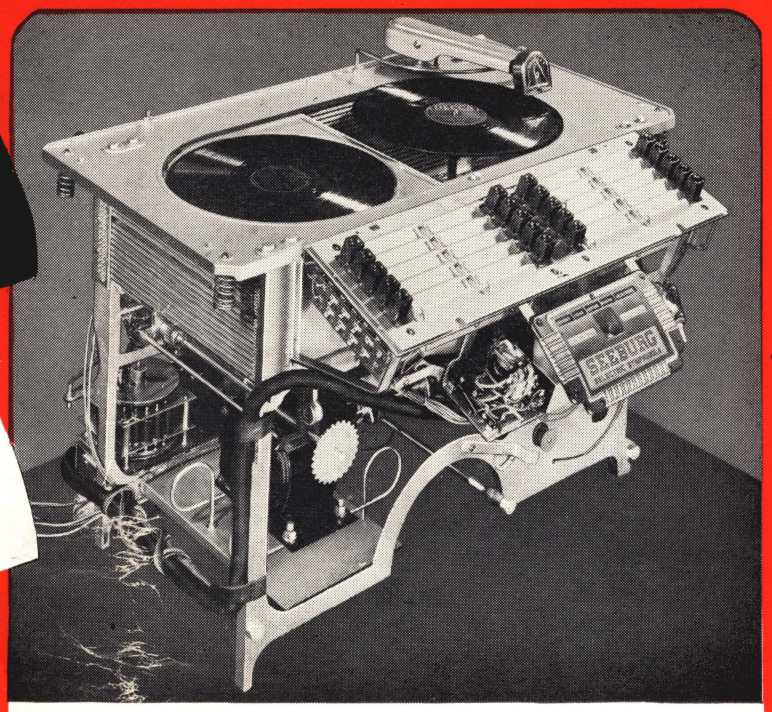
1701 W. Pico Blvd.
LOS ANGELES

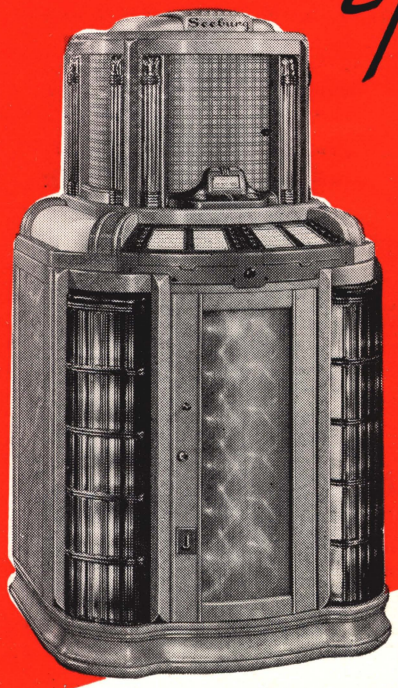
GARRISON SALES CO.
1002 W. Washington
Phoenix, Ariz.

284 Turk Street
SAN FRANCISCO

It keeps 'em Playing!

SEEBURG
THE FINEST MECHANISM IN AUTOMATIC MUSIC





New '42
Seeburg Hitone Symphonola

Today . . . with rationed phonograph production . . . music operators must depend upon the phonographs they have in operation. Today . . . and in the future . . . the product of the manufacturer . . . is given the "acid" test . . . that, of living up to all claims made for it by the manufacturer. Today . . . as in the past . . . we claim THE SEEBURG MECHANISM IS THE FINEST IN AUTOMATIC MUSIC . . . a claim that is proven by scores of years of dependable operation in thousands of locations throughout our country . . . and the world! THE SEEBURG MECHANISM . . . is the same mechanism we have used for many years. Yes, improvements were made from time to time . . . but essentially, the mechanism has remained the same . . . and it will stay that way . . . until the best engineering brains can produce a better mechanism. Thus . . . Seeburg operators can feel confident . . . that they have a safeguarded future in dependable mechanical operation. The Seeburg phonographs you operate have years of good service left in them. . . . However, it is vitally important to watch your phonographs and maintain good, intelligent service. . . . It is a good idea to have your local SEEBURG DISTRIBUTOR check your phonographs. Every SEEBURG DISTRIBUTOR maintains a complete SEEBURG SERVICE DEPARTMENT UNDER THE DIRECT SUPERVISION OF A FACTORY-TRAINED TECHNICIAN.

More
BUY MORE U.S. FIGHTIN' Bonds and Stamps!

The surest way to continuous play - Seeburg Remote Control !

To Go Ahead — GO
Seeburg
J. P. SEEBURG CORPORATION • 1500 DAYTON ST. CHICAGO

See Your Seeburg Distributor Today!

E. T. MAPE MUSIC CO.
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